

EUMillennialsTOUR

E-Learning Course Overview



Picture: Interior view of the hall of the spinning mill, Image Credit: Photographer Oliver Pracht

OVERVIEW AND FREQUENTLY ASKED QUESTIONS

EUMillennialsTOUR

E-Learning Course Overview

OVERVIEW AND FREQUENTLY ASKED QUESTIONS

1 OVERVIEW

EUMillennialsTOUR ultimate e-learning course is ready for release and will be accessible to all stakeholders, associated partners and professionals active in the cultural heritage and tourism market sector. The course – free of charge – will allow for knowledge sharing and training to help public and private stakeholders in charge of the management and of the promotion of cultural heritage sites, museums as well as tourism destination managers to strengthen their current capacities and ultimately attract more young visitors.

2 FREQUENTLY ASKED QUESTIONS

2.1 What is the course about?

The course consists of twelve e-learning modules. The modules refer to three different main areas:

- Education/ Youth
- Digitalization
- Museum and Tourism Development

The modules are dealing e.g. with good practices in innovation, tourism products, educational methods, young people's skill development, digital media in audience development, museums cooperation with creative industries and the marketing and promotion of industrial heritage sites. You find an overview of the modules at the end of this paper.

2.2 What is the target group of the e-learning?

Public and private stakeholders of the tourism, culture, creative and the education sector. A special target group are young professionals who would like to improve their skills.

2.3 When will the e-learning course be held?

The course will be accessible from **Monday, 18th of January – Sunday, 07th of February 2016**.

The course consists of short text modules with pictures and links to relevant multimedia files and additional online material. It will be available on the projects website in English language, only to stimulate the European approach of the project.

2.4 How can I access to the e-learning course?

The course will be accessible on the EUMillennialsTOUR project's website from Monday, 18th of January – Sunday, 07th of February 2016. Each participant will receive the link on the starting date of the course, 18th of January 2016.

2.5 How much time do I need to do the course?

The GLH (guided learning hours) is approx. between 8 – 10 hrs, but the time needed to pass the course depends on many factors, e.g., on how familiar you are with the topic, how deep you want to get into the respective subject matter etc.

2.6 Are there fixed times and durations to complete module?

There is no fixed time and duration for each session. You can start and stop whenever you want and resume the learning from where you left between 18th of January and 07th of February 2016.

2.7 Can I get in exchange with other e-learning participants?

During the e-learning course, the participants have the possibility to network in a Facebook forum with other participants at European level, exchange views on and discuss about topics of interest. Each participant will receive the link on the starting date of the course, 18th of January 2016.

2.8 Do I have to pass a test to complete the course?

No. It's an informal learning course.

At the end of each module, you will find a professional self-learning section to reflect on the topic, improve your skills and sharpen your creativity. Please use it as a starting point for the development of your own ideas and thoughts. You can also use the additional online material or consult other online sources to refine your arguments. Please send your answers to the e-mail address:
info@eumillennials-tour.eu

2.9 Will there be an online assessment?

Interested participants can get further information through an online assessment. You'll find the expert contact at the end of each module.

2.10 Do I get a certificate?

The course will issue participants an informal "certificate of attendance", released by the EUMillennialsTOUR coordinator.

2.11 Will there be an evaluation?

Yes. Following the e-learning course, the participants will be asked to fill in an evaluation questionnaire.

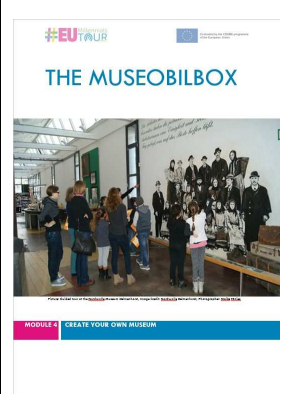
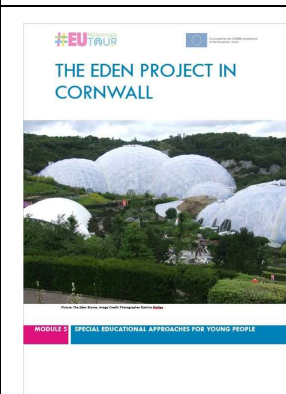
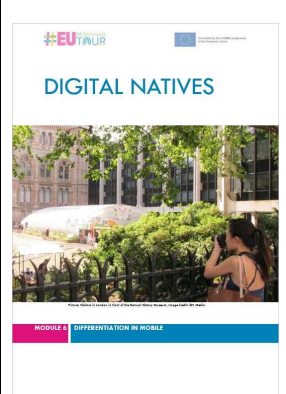
2.12 What are the technical requirements to do the course?

You will only need an actual web browser and for downloads the Acrobat Reader.

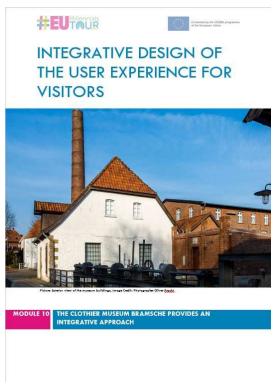
3 OVERVIEW OF THE MODULES

Area of Learning	Modules	Title
EDUCATION/ YOUTH	M1	Youth Exchanges
EDUCATION/ YOUTH	M2	Creative Museum Tours
EDUCATION/ YOUTH	M3	Itineraries for Youths
EDUCATION/ YOUTH	M4	The Museobilbox
EDUCATION/ YOUTH	M5	The Eden Project in Cornwall
DIGITALIZATION	M6	Digital Natives
DIGITALIZATION	M7	Digital Tourism Business Framework Programme
DIGITALIZATION	M8	Social Media Campaigns within Higher Education
TOURISM AND MUSEUM DEVELOPMENT	M9	The Lagan Navigation
TOURISM AND MUSEUM DEVELOPMENT	M10	Integrative Design of the User Experience for Visitors
TOURISM AND MUSEUM DEVELOPMENT	M11	Successful Museum Management
TOURISM AND MUSEUM DEVELOPMENT	M12	Villa Foscari Rossi Footwear Cluster

Module 1 EDUCATION/ YOUTH		Title:	Youth Exchanges
		Topic:	This module is about the Erasmus Student Network. It highlights the importance of local knowledge in the planning and implementation of student trips. The example indicates the transferability of this model.
		Educational Objective:	Expanding competencies in transferring from the area of youth and educational tourism into other fields
		Key Words:	Youth – students – exchanges – culture tourism – sightseeing
		Duration:	Approx. 30 min. study + 15 min. questions
Module 2 EDUCATION/ YOUTH		Title:	Creative Museum Tours
		Topic:	This module is about an innovative, participative and experimental museum programme for young people
		Educational Objective:	Development of skills for the design of educational programmes in museums
		Key Words:	Education – sustainability – participation – SME participation – self-organized learning – cooperation with experts – learning by doing- pupil developed own exhibition – SME Interview – smelling, tasting, tactually learning – experiments – cooperation with schools
		Duration:	Approx. 30 min. study + 15 min. questions
Module 3 EDUCATION/ YOUTH		Title:	Itineraries for Youths
		Topic:	This module provides an insight into the development of sustainable educational travel products/ itineraries for youth
		Educational Objective:	Knowledge building in educational travel product design
		Key Words:	Educational tourism – educational travel product – educational products – educational itineraries
		Duration:	Approx. 30 min. study + 15 min. questions

Module 4 EDUCATION/ YOUTH		Title:	The Museobilbox
		Topic:	The module presents an educational project for kids and participative learning about immigration history and young workers
		Educational Objective:	Extension of competencies in the field of the museum education
		Key Words:	Education – arts & crafts – design – participation of children from disadvantaged groups- historic re-enactment for kids
		Duration:	Approx. 30 min. study + 15 min. questions
Module 5 EDUCATION/ YOUTH		Title:	The Eden Project in Cornwall
		Topic:	The module is about the impact of the dissemination of educational material within the Eden Project in Cornwall.
		Educational Objective:	Knowledge building about the relevance of the use of educational material
		Key Words:	Education – sustainability – environment – multiplier effect – engagement – hands on learning – public-private partnerships – small and medium enterprises – interaction – charity – age relevant – contextualisation – local community
		Duration:	Approx. 30 min. study + 15 min. questions
Module 6 DIGITALIZATION		Title:	Digital Natives
		Topic:	This module shows the importance of well-developed mobile marketing and communication strategies to attract young visitors.
		Educational Objective:	Skill development within the scope of digital media use
		Key Words:	Tourism – mobile – consumer – marketing – website
		Duration:	Approx. 30 min. study + 15 min. questions

Module 7 DIGITALIZATION		Title:	Digital Tourism Business Framework Programme
		Topic:	The module is about a programme to support the Welsh tourism sector to become more conversant and efficient in the use of digital technologies
		Educational Objective:	Skill development within the scope of digital media use in tourism
		Key Words:	SMEs participation – information society tools for tourism – information and communication technology –digital platform- training and education
		Duration:	Approx. 30 min. study + 15 min. questions
Module 8 DIGITALIZATION		Title:	Social Media Campaigns within Higher Education
		Topic:	The module is shows ways of how to communicate to young people using social media
		Educational Objective:	Extension of competencies within the scope of social media use
		Key Words:	Higher education – digital media – social media – university – communication
		Duration:	Approx. 30 min. study + 15 min. questions
Module 9 TOURISM AND MUSEUM DEVELOPMENT		Title:	The Lagan Navigation
		Topic:	This module is about the touristic transformation of the Lagan Navigation, a historic transportation canal route.
		Educational Objective:	Knowledge building in the area of touristic development
		Key Words:	Sustainability – communication – ability to adapt –harnessing research – inclusion – sense of enjoyment – collaboration
		Duration:	Approx. 30 min. study + 15 min. questions

Module 10 TOURISM AND MUSEUM DEVELOPMENT		Title:	Integrative Design of the User Experience for Visitors
		Topic:	This module shows how a museum implements an integrated concept of visitor experience.
		Educational Objective:	Knowledge building about special areas of museum development
		Key Words:	Integrated approach, guided tours, education, sustainability, research
		Duration:	Approx. 30 min. study + 15 min. questions
Module 11 TOURISM AND MUSEUM DEVELOPMENT		Title:	Successful Museum Management
		Topic:	This module contains an example of successful museum management at the Irish Linen Centre and Lisburn Museum.
		Educational Objective:	Expanding competencies within the scope of museum management
		Key Words:	Sustainability – communication – ability to adapt – harnessing resources – research – inclusion – sense of enjoyment
		Duration:	Approx. 30 min. study + 15 min. questions
Module 12 TOURISM AND MUSEUM DEVELOPMENT		Title:	Villa Foscari Rossi Footwear Cluster
		Topic:	The module provides a good practice example about synergy effects between industry and cultural heritage.
		Educational Objective:	Skill development within the scope of business and tourism development
		Key Words:	SMEs participation - Industrial/ cultural heritage – Cluster – Fashion ad shoes
		Duration:	Approx. 30 min. study + 15 min. questions

Contact for general questions about the e-learning:

Carolin Schrank: info@eumillennials-tour.eu