



ADULT TRAINING ON TRANSMISSION OF CULTURAL HERITAGE AND ATTRACTIVE LIVING ENVIRONMENT

Presentation and objectives

SPECHALE is a collaborative project approved by the ERASMUS+ program, including 7 European partners from Portugal, Italy, Latvia, Croatia and France.

SPECHALE course program is willing to develop and improve skills and knowledge in the transmission of cultural and natural heritage.

The program includes on-line course, face to face activities and a mobility to Croatia for some trainees.

You will be able to study at you own speed as the platform is available 24/7.

Date and duration

From march, 2de, 2020 to December, 18th, 2020.

Cost

Free tuition fees

Validation

On completion of the course, you will get a training certificate issued by UESS.

Contact

Email: formation@uess.fr
Tel: 04.92.72.50.68
UESS - Couvent des cordeliers
04300 Forcalquier

Teaching method and course program

- online course program divided in 4 modules accessible from a dedicated platform. See overleaf.

- face to face activities

- 1 week mobility to Croatia in November 2020 for some learners. All cost will be borne.

All modules are independent. You can register for one module or the entire course.

Public

Craftmans, farmers, unemployed person, anyone interested in the transmission of cultural heritage.

Anyone willing to develop a touristic activity in their territory.

People already involved in touristic activities.

This course is open to disabled persons.

Condition for admission

Application form should be requested to UESS.

The completed file should be submitted to UESS no later than **February, 10th, 2020.**

Application must be over 18 years old.

Limited number of places.

MODULE 1 - CULTURAL HERITAGE

20 HOURS

What do I know about my territory

What is heritage

Cultural heritage preservation

Heritage valorization

MODULE 2 - MARKETING

20 HOURS

How to identify the needs of the customers

Definition and principles

Transform an idea into a business / develop a product

Good practice for tourism

Marketing techniques and strategies

Sales techniques

MODULE 3 – COMMUNICATION

15 HOURS

How do I sell my product

Definition and principles

Storytelling technique

Communication techniques

Hospitality and service culture

Soft skills for tourism sectors

MODULE 4 - BUSINESS

15 HOURS

How do I enhance my skills and manage my structure

Managing a small business

Enhance your new skills to get a new job

Business plan

An evaluation of your acquired knowledge will be set up at the end of each module.