"INTERPRETING OUR EUROPEAN HERITAGE"

ECVET for transparency and recognition of learning
outcomes and qualification in European Tourism Sector

WP 4 - Design of the new European common professional qualification in tourism sector "European Heritage Interpreter" in terms of activities, tasks, knowledge, skills, competences, units of learning outcomes and related ECVET credits

Design of European professional figures in the tourism sector

"INTERPRETIVE GUIDE" & "INTERPRETIVE HOST"

Version 2- April 2015

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1. Premise

During the 4th Consortium trans-national meeting (Vienna – 22 and 23 September 2014), the Interpreting our European Heritage partners have shared a common approach to organise the activities of work package 4, aimed to design the European professional figures in the tourism sector, starting from the perimeter of professional figures identified in a shared way by the partners across VET systems of participating countries during WP 2 activities.

The partnership decided to work on the following main professional figures:
- Interpretive Host
- Interpretive Guide

According to this articulation of the competences of concerned professional figures, the partners have proceeded with the shared definition of activities, tasks, skills, knowledge, units of learning outcomes and ECVET credits for each one of these professional figures, by means of a common tool specifically elaborated for this aim.

Utilising this common tool, the partners have designed, from July till December 2014, both the European common, and the specific territorial competence areas.

In the following pages are presented the professional figures as designed by the partners.
The contents of first and second competence areas are commons to all participating Countries.
The contents of third competence area are articulated in several "addenda", one for each participating Country, common for the professional figures.

The ECVET total credits are 60 for both the Interpretive Host and the Interpretive Guide.

2. **Section A – Common European competences** (activities, tasks, skills, knowledge, competences/ units of learning outcomes and ECVET credits) **transversal to the the professional figures of "Interpretive Guide" and "Interpretive Host"**

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Definition of objectives and product design	Definition and concept of Heritage Interpretation	To describe the natural and cultural heritage and the importance of heritage interpretation and its relations with other activities

To establish the legal framework of heritage

To set the relationship between heritage interpretation | History and principles of heritage interpretation

The heritage interpretation in cultural and natural assets. Principles and objectives

Heritage interpretation and tourism: the role of heritage interpretation within the organized or informal leisure activities

Interpretive Media: personal and non-personal | To analyze the evolution of the concept of heritage interpretation over time, identifying the elements that compose it

To identify and explain the factors influencing the current demand for leisure activities, leisure, tourism, education, conservation and interpretation

To describe the variables determining the evolution and trends in tourism demand and supply, as to its relation to heritage

To describe current tourist flows and justify the situation | To be able to understand and know the background and framework of heritage interpretation, identifying its conditioning factors and setting its role for the tourist activity within natural and cultural contexts | 4 |

| | | and tourism production | Interpretive Infrastructures: trails, visitor centres, ecomuseums, interpretive centres, local resources centres

Current literature, studies and research in the interpretive field

Relationship of heritage interpretation with leisure in general, organized leisure, public use, tourism, education, conservation

Legal framework at local, national and European level

The role of the interpretive services (infrastructures, material and people) in the public use, leisure and tourism activities

Models and examples of use of heritage | on the market in the various tourist destinations in relation to heritage resources

To explain the main features of the various services and products based on heritage resources

To identify the most significant suppliers of services and products based on natural and cultural heritage, as to describe the features of its products

To identify the role of heritage interpretation in the heritage valorisation, protection and conservation

To recognize the qualification and innovation process of the tourism services and products due to the heritage interpretation

To identify the role of heritage interpretation in defining and enhancing the identity of local communities and destinations | | |
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			interpretation within the tourism activity Heritage dynamization and heritage animation as tools of heritage interpretation The particular connection between the role of heritage interpreters and the role of tourists guides, within its most wide vision of professional figures The role of heritage interpretation in the qualification of the tourism products and services	To describe the main features of the legal framework of the services and the products based on the heritage at a local, national and European level To understand the role of the heritage interpretation to diversify and enrich the tourism experience To be able to insert the perspective, concept and role of heritage interpretation within leisure and tourism services	
Definition of objectives and product design	Analysis of heritage resources	Identification of the tangible and intangible resources that compose the heritage	Procedures for analysis of heritage resource (written and verbal sources, scientific research, on site data collection, etc.) The importance of research and having deep understanding of the	To describe the main types of heritage resources, and explain the potential demand To select and apply methods and techniques of research and analysis, that reveal the potential and the possible positioning of heritage	To conduct an accurate and comprehensive research on the heritage resources	**3**

| | | Application of the techniques to analyze the heritage resources

Appreciation of the importance of the heritage resources locally and globally. | resource to support the interpreter's inputs and ability

The role of the resource in the local heritage

The role of the resource in the global heritage

The conditioning factors of the visit (carrying capacity of the resource, tourism infrastructures and performance capacity) | resources in a specific field of action

To identify, catalogue and inventory all the heritage resources in a given area

To analyze the positioning of heritage resources in a specific field of action

To implement strategies for the creation, improvement and development of products and services based on heritage resources at local level; taking into account the tourism potential of the area, current and potential demand and environmental protection

To understand the role of heritage resources as tourist attractions

To apply the conditioning factors of the carrying capacity to design and qualify the tourist services and experiences

To understand the different | (tangible and intangible), enabling them to be an essential component of tourism services and products within destination master interpretive plans | |
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				levels of attraction of the demand in relation to the different resources To apply the principles of sustainable development and environmental protection when programming activities based on heritage resources To understand and apply the balance between social, environmental and economic factors within the sustainable development of a heritage site or heritage destination To set the adequate conditions and prepare the heritage for the leisure and tourism visits		
Definition of objectives and product design	Identification of the target groups	Identification of the audience Identification of the main features of audience Audience segmentation for heritage	Research and analytical skills (data collection, interviews to key actors and heavy users, direct observation, surveys, polls, focus-in groups etc.) The importance of a deep knowledge of the audience to provide better opportunities of connection between them and the	To list, characterize and interrelate the variables that compose the audience in a given area, analyzing the motivations and other factors To identify sources of internal and external information to be analyzed, in order to research and organize them based on cost and performance	To get to know the audience and identify their interests, needs, motivations and expectations, facilitating the use of this knowledge for the design of	5

		interpretation	resource	To obtain relevant information to the subject of the investigation from secondary sources (internal or external)	interpretive services and tourism products	
		Specific audience segmentation applied to tourism and leisure activities	Profiles and segmentation of the audience: motivation, personal and functional factors, biological factors, cultural and geographical factors, socio-demographic factors, etc Profiles of special interest visitors and tourists/market niches	To propose alternative methods of collecting information to meet the information needs unmet To understand the key role of the deep identification of the audience in order to define the heritage interpretation services and products To implement procedures for organizing and storing data and information obtained, given a need or demand of information; using computer applications for processing and organizing information To recognize the different market profiles and segments to offer heritage interpretation products and services based on local heritage resources, as to describe its characteristics To determine the possible		

				existence of specialized niches within the whole audience To set up the elements of knowledge of the demand, necessary to conceptualize and design heritage interpretation-related leisure and tourism services and products		
Definition of objectives and product design	Application of heritage interpretation principles	Positive and competitive use of resources and facilities for heritage interpretation Positive and competitive use of printed materials and audiovisual materials for heritage interpretation	Basic knowledge on designing and constructing interpretive facilities, such as infrastructures, centres, trails, heritage trails, programmes, display panels, sign-posting, audio-guides Knowledge about the concept, structure and functions of the visitor centres, interpretation centres, local heritage resource centres and similar settings Knowledge of printed materials: interpretive maps, quick reference	To differentiate the different types of facilities and interpretative services, explaining its features, functions, objectives, relationships, and organizational units To describe the services or products that may provide or manage the interpretive centres and interpretation services To identify the laws and regulations in the leisure and tourism activities, governing the operation of centres and interpretation services, specifying its implications to heritage interpretation	To apply the principles of the heritage interpretation to conduct cultural and natural interpretive interventions, optimizing the use of interpretive media, equipments and infrastructures	6

			guides, brochures, maps

Audio-visual support to guided and self-guided tours

Principles of universal accessibility

Principles of non discrimination in the provision of heritage interpretation services

The main profiles of visitors and tourists with functional diversities and disabilities | activities

To describe the space, furniture, equipment and supplies necessary for the operation of interpretation

To differentiate the characteristics of various printed materials (interpretive maps, quick reference guides, brochures, advertisements, posters, panels, etc.) and audiovisual materials (audio guides, audio settings, documentaries, videos, etc.)

To select the most appropriate material (printed or audiovisual) depending on the characteristics of the heritage resources and the potential users of the activities

To select contents, images and texts necessary for the development of simple materials, according to predetermined criteria in compliance with current regulations and corporate identity | | |

				To take into account the principles of universal accessibility in the creation, design, development and dissemination of the information To apply the concepts of sustainable development in designing and managing spaces, sites, interpretation centres and facilities To be able to suggest improvements and adaptations for the design of heritage interpretation infrastructures, services and materials To be able to insert the different types of heritage interpretation facilities and services within the leisure and tourism products and experiences To be able to select the most appropriate materials and technologies for each tourism and leisure service or		

				experience To be able to introduce the global concepts of social and environmental sustainability within the setting up of any heritage interpretation service or activity To be able to insert key aspects of the heritage interpretation within communication contexts: videos, brochures, panels, etc.		
Definition of objectives and product design	Application of heritage interpretation techniques	Selection of the appropriate techniques depending on the target audience Using the techniques applicable to each heritage interpretation activity Search and selection of general	The various interpretation techniques and its strengths and weaknesses The importance of using the proper interpretive technique to foster an intellectual or emotional connection between the audience and the resource Search techniques and selection of information on the local-regional cultural tourism resources and environment	To interpret the natural and cultural heritage and other general tourism resources concerning the specific field of action, tourists and visitors, meeting their requirements and expectations To analyze the sources and methods to obtain relevant information on local heritage; evaluating, selecting and adapting the information obtained to the needs of customers depending on the segment to which they belong To identify and describe the	To apply the appropriate technique to the resource and the audience in order to create qualified experiences, competitive services and positive behaviours towards the heritage	**6**

		information on the destination and tourist information about cultural and natural heritage, other cultural or natural resources and touristic resources/services in general, interpreting and processing it to adapt to different audience types and contexts	Interpretation and information processing of the resources of regional and local environment	most relevant sources of information and classify them according to its reliability, frequency, continuity and degree of processing		
			Information resources for interpretive activities	To apply methods of collecting and updating data		
			Identification of different types of information for the operational needs of the interpretive visits and services	To apply methods of processing information for adaptation to the audience addressed		
				To describe the different types of informative tourism publications and its production techniques		
		Integration of information on cultural/natural assets and other cultural/natural resources, so that it can be adapted and transferred attractively to tourists and		To integrate information on cultural assets, natural areas and other cultural and natural resources in local environments for its transfer to the users		
				To interpret objectively the information about the cultural and natural heritage resources in specific areas		
				To interlink data and essential		

		visitors, meeting their requirements and expectations Selection of the appropriate techniques depending on the type of resource to be presented and interpreted Selection of the appropriate techniques depending on any other external conditioning or operational factors: e.g. climate, local socio-cultural factors, logistics and services in the area		aspects corresponding to the information previously analyzed and interpreted To integrate into the heritage interpretation process the social and environmental sustainability factors at global and local level To integrate the heritage interpretation techniques into tourist services and products fully adapted to the resource, the environment and the target audience.		
Definition of objectives and	Use and application of	Selection of information	Main IT instruments and tools used to support the	To describe the different options provided by new		

product design	Information Technologies	technology and appropriate communication tools for heritage interpretation Use of different information and communication technologies in relation to the aims pursued Use of different information and communication technologies for every target audience, context and environment	interpretive interventions IT for educational purposes IT for information purposes IT for interpretive purposes Augmented reality Interaction and call for action E-commerce Digital Marketing The role of Internet and the online marketing in the communication strategies towards visitors and tourists SEO and SEM Positioning	technologies for the dissemination of natural and cultural heritage information To describe the channels or circuits of communication and distribution of information, both internally and externally, enabling technologies of information and communication To argue the importance of technological innovation in media and systems of communication of information related to heritage To apply information technology and communication in terms of informative, educational and interpretive purposes To apply criteria of corporate identity, transferring them creatively to the IT material To define recruitment conditions normally dealt with each carrier or provider of IT: recruitment domain, hosting	To optimize the use of Information Technologies applicable to interpretive products and services, adapting the IT devices and inputs to each target group according to its profile and motivation	4

				recruitment, development and maintenance of website, SEO/ SEM positioning, e-commerce, digital marketing, etc. To develop content, text and images with commercial and informative basis for intranets and company websites using web desktop publishing applications contained in user environments To define the contents and elements of an effective business website using the criteria for easy navigation, user confidence and appropriate narrative style suitable for the customer profile To identify the tools and utilities available on the internet to promote pages and websites To take into account the principles of universal accessibility in the development and dissemination of information		

| | | | | carriers through new technologies

To understand the balance between on-line and off-line communication activities related to the heritage

To insert the principles of universal accessibility in the reality of the interpretive activities based on technology

To ensure the balance between personal experience and technological experience in the heritage interpretation activities

To apply the concepts of sustainable development in designing and managing spaces, interpretation centres and facilities, in relation to the use of the information and communication technologies | | |
| Services provision | Quality assurance management | Evaluation of the quality of the services provided and products | Quantitative evaluation techniques for interpretive services and products

Qualitative evaluation techniques for interpretive | To use assessment techniques and quality control for interpretive activities

To analyze systems and quality plans applicable to heritage | To collaborate in the evaluation and to assess the | **2** |

		delivered

Definition of actions to improve the quality of services provided

Implementation of actions to improve the quality of heritage interpretation services at each own professional level | services and products

Focus in groups

Handling with expectations and costumer complaints

Quality of experience

Further training and continuous improvement

Participation in quality improvement

Quality brands and quality certification systems applying to heritage interpretation

The relation of the quality of the experience with the carrying capacity and the management of visitor and tourist flows | interpretation

To explain the concept of quality, justifying its application in the field of heritage interpretation

To assist in the implementation of a quality system; interpreting and applying the relevant quality standards, setting goals, identifying key factors and barriers, and defining the program for its implementation

To identify and assess the dimensions and attributes of quality of the products; as to design and define the services of the respective departments, identifying and developing the necessary specifications for quality and service quality standards, policies, procedures and work instructions among others

To perform quality control processes of interpretive services and products, | improvement of the quality of interpretive services, products and infrastructures based in the direct experience with tourists | |

				identifying the most significant characteristics of quality		
				To evaluate quantitatively and qualitatively interpretive services and products, using different techniques (surveys, focus-in groups, direct talk opinions and suggestions, measurements, etc.)		
				To evaluate the results of the data obtained during the control processes of interpretive products or services, proposing actions for continuous improvement		
				To collect and, where appropriate, summarize in the registers and indicators data analysis, intended to establish an objective diagnosis of the situation		
				To analyze statistical control charts used, interpreting trends that may arise thereof		
				To draw conclusions about the data collected for potential weaknesses, identifying the		

				causes of deviations or anomalies in the interpretive products or services To propose preventive or corrective actions and to review the already established, to verify its effectiveness To collaborate in the dissemination and sensitization activities related to quality within the frame of heritage interpretation.		
Services provision	Safety and security management	Assurance of the compliance with rules and procedures for prevention and reduction of professional and environmental risk, identifying and preventing typical dangers First aid management Prevention of burglaries and	Regulations on safety and prevention of injuries in working activities Dangers and risks linked to context and to customer types The territorial system for organised rescue Insurance aspects related to civil liability Regulations on safety related to tourists	To prevent and to reduce the environmental and professional risk: to adopt styles and behaviours appropriate to environmental and professional risk prevention and reduction; to adopt behaviours for the prevention of fire, of electric and gas risk To identify and to prevent typical dangers: to anticipate or to prevent the dangers typical of particular contexts (e.g., countryside, specific weather conditions, etc.) or risks related to specific	To know, observe, maintain and enhance positive conditions of safety, health and hygiene, risk prevention and emergency plans, as to supervise security issues	3

		damage to the educational and interpretive infrastructure and equipment Preventive safety strategies for all materials, infrastructures, vehicles, as to means of production in general	Passive security and active security strategies	customer types (e.g. children, elderly, people with reduced mobility, disabled people) To manage first aid: to organise the aid with the competent and available territorial services To supervise security issues related to the prevention of burglaries and damage to the infrastructure and equipment in general To collaborate effectively in the dissemination and sensitization of safety and security issues to visitors and tourists		
Services provision	Providing support and assistance	Guidance, orientation and support to participants in an interpretive activity Assistance to the group of visitors in conflict	Basic principles of conducting participants in interpretive activities Management groups in urban environments, inside monuments, rural areas and open spaces Dynamization, animation and guiding techniques for	To analyze the guide service, support and assistance to participants in interpretive activities; suggesting, if necessary, appropriate changes and managing the necessary means for its realization, so the objectives of the organizer are assured and customer expectations are met	To provide support and assistance to the participants in the interpretive activity, tailored to each profile of tourist,	**4**

		situations	groups	To assist groups participating in interpretation activities, ensuring that at all times they feel adequately addressed	individually or in groups, in order to provide a safe, comfortable and qualified experience	
		Assistance to the group of visitors to ensure a fluid and positive group dynamics	Communication techniques and social skills			
			Incidents and conflicts solution, as to decision-making in the development of the activity	To provide general information of interest to the group on the destination or environment, so that their requirements and expectations are met		
			Assistance as a first responder in case of accident or emergency situation	To participate in the improvement of the quality of the delivery process of the service, evaluating the provision of the services to raise the standards established and the level of customer satisfaction		
			Problem solving techniques, customer handling situations with stress or fatigue			
			Psychology and sociology of human behaviour and human groups	To maintain self-control and take responsibility in the event of unexpected and / or appearance of conflict circumstances		
				To attend as first responder in case of accident or emergency		
				To ensure that the visitors count at any time with the adequate informative and		

				interpretive materials To provide a quick and effective answer in case of any problem or conflict during the visit To handle the positive and fluid contact with the local population during the tourist visit or experience		
Services provision	Infrastructure and equipment management	Definition and management of the inventory of infrastructure, materials and equipment for nature and cultural guiding services Planning and management of maintenance, repair, and replacement interventions on infrastructure and equipment assets for nature and cultural	Types of infrastructure and equipment assets for nature and cultural guiding services Environmental, social, economic, and financial factors of infrastructure and equipment management for nature and cultural guiding services Methodologies, techniques and tools in infrastructure and equipment asset management and planning	To maintain a systematic record of individual assets for nature and cultural guiding services: e.g., acquisition cost, original service life, remaining useful life, physical condition, and repair and maintenance consistency To develop a defined program for sustaining the aggregate body of assets for nature and cultural guiding services through planned maintenance, repair, and replacement To integrate the economic sustainability within the infrastructure, materials and equipment management	To manage the infrastructure and equipment issues related to nature and cultural guiding services; while ensuring safety, fostering sustainability and adapting infrastructure and equipment to each profile of individual or group tourist	3

		guiding services		To ensure the proper operation of all infrastructure and equipment related to heritage interpretation before and during the visit		

3. **Section B – Common European competences** (activities, tasks, skills, knowledge, competences/ units of learning outcomes and ECVET credits) **specific for the professional figures of "Interpretive Guide" and "Interpretive Host"**

INTERPRETIVE GUIDE

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Services provision	Providing interpretive guiding in natural heritage environments	Design of an activity of natural heritage interpretation

Guidance and escort of the participants in an activity of natural heritage interpretation

Identification and evaluation of all internal and external conditioning factors for the interpretive activity (e.g. | The concept of interpretive trail. The concept of heritage trail

Types and segments of participants in nature interpretive activities

Preparation and development of the visit, route or itinerary: presentation, transportation, services coordination, scheduling and organization of time and groups control, necessary information, offices and tourist information points | To identify and handle potential problems of physical accessibility for tourists

To select and organize contents related to visitors experiences, interests and needs

To prepare an interpretive activity in nature: to identify the route based in the tourist's characteristics and expectations, to test the operational feasibility and legal obligations to be fulfilled

To identify, analyze and interpret the various sources available to provide information for the activity | To prepare and guide interpretive activities or excursions in natural heritage environments, being flexible to tailor it to any tourist profile | 6 |

		climate, quality and level of the equipment, logistic of access, accessibility)	Methods and techniques for organizing and hiking trails in the area	To prepare dossiers, programs and additional materials to the users		
			Types of itineraries: natural, classic, educational, thematic and by season and type of user	To guide the group and illustrate the attractions during the tour.		
		Collection of all data and information related in order to ensure a qualified and safe interpretive experience	Types of itineraries by level of difficulty, altitude, technical handicaps, accessibility and any other operational conditions	To provide clear, accurate and complete information to tourists		
				To apply hiking group techniques valuing the psychophysical abilities of the user and the adequacy of the equipment		
		To understand the interpretive master plan in order to implement guided walks and visits	Techniques to design an itinerary: study and use of the factors of time and space, resources and services			
				To comply with the times and programs, making quick and rational changes in the route depending on unforeseen factors		
		To prepare questions and topics able to get the audience involved	Search and selection of information about spaces and natural resources in regional and local environment	To apply techniques and use instruments cartography, topography and orientation		
			Infrastructures and equipment: to support the heritage interpretation trails, viewpoints, wildlife	To design and adapt itineraries and visit schemes to different target publics		

			observation points, interpretation centres, environmental education centres, welcome and resources centres, botanical gardens, wildlife centres, educational farms, geomuseums, caves, etcetera Legal regulation of activities in nature. Rules, permissions and prohibitions Interpretation based in the processing of information on local and regional natural resources Interpretive possibilities of all kind of props and supporting media Transmission of information on natural areas and other natural resources for tourists and visitors Geography and history as a	To be flexible to make changes and adaptations in the itineraries based in external or internal factors (climate, incidents, topography, ambiance in the group, etc.) To facilitate and suggest interpretive experiences To conduct properly groups of diverse profiles and backgrounds To identify and manage potential threats to the heritage and the environment due to the tourist visits To identify and assess to the management current and potential factors that can disturb the tourist experience depending on unforeseen factors.		

			resource Natural Heritage Roads, paths and signs in the reference area, services and resources location (rest areas, canteens, shelters, bivouacs, etc.) Trails techniques: required equipment, terrain types, marked and unmarked trails, precautions and emergency/rescue plans, alternative routes Guidance techniques and key survival tools Sustainability applied to trail design Clearing and removal of waste and footprints, minimizing the environmental impact of roads in nature Carrying capacity and			

			limitations of visits in the natural resources Codes and tips for the behaviour of the tourist in a responsible way			
Services provision	Providing interpretive guiding in cultural heritage environment	Design and preparation of an activity of cultural heritage interpretation Guidance and accompaniment to the participants in an activity of cultural heritage interpretation To understand the interpretive master plan in order to implement guided walks and visits	Types and segments of participants in cultural interpretive activities Preparation and development of the visit, route or itinerary: presentation, transportation, services coordination, scheduling and organization of time and groups control, necessary information, tourist offices and tourist information points Leisure and tourism infrastructures existing in its geographic area of action Carrying capacity and limitations of use in the cultural spaces, resources	To identify and handle potential problems of physical accessibility for tourists To select and organize contents related to visitors experiences, interests and needs To prepare an activity of cultural heritage interpretation to identify the route based in the tourist's characteristics and expectations, to test the operational feasibility and legal obligations to be fulfilled To identify, analyze and interpret the various sources available to provide information To prepare dossiers, programs and additional materials to the	To prepare and guide interpretive activities in cultural heritage environment, being flexible to tailor it to any tourist profile	6

| | | To prepare questions and topics able to get the audience involved | and sites

Basic principles of conducting participants in cultural interpretive activities

Management groups in urban environments, inside monuments, rural areas, open spaces, other heritage sites

Applicable legislation and regulations to cultural heritage interpretive and guiding activities

Interpretive possibilities of all kind of props and supporting media

Codes and tips for the behaviour of the tourist in a responsible way | users

To guide the group and illustrate the attractions during the tour.

To provide clear, accurate and complete information to tourists

To comply with the times and programs, making quick and rational changes in the route depending on unforeseen factors

To apply techniques and use instruments of cartography, topography and orientation

To design and adapt itineraries and visit schemes to different target publics

To facilitate and suggest interpretive experiences

To conduct properly groups of diverse profiles and backgrounds

To identify and manage | | |
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			potential threats to the heritage and the environment due to the tourist visits To identify and assess to the management current and potential factors that can disturb the tourist experience			

INTERPRETIVE HOST

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Services provision	Providing hosting services	To host visitors on resources adapted to their conditions and interests, depending on: age, physical condition, temporary or permanent disability, reduced mobility, group	Types and segments of customers by origin Social skills and techniques for the welcome and reception of the visitors Verbal and non-verbal communication in services and activities facing the audience Management of service	To identify and handle potential problems of physical accessibility for tourists To select and organize contents related to visitors experiences, interests and needs To select, store and process relevant information on the local environment to present	To receive and host the user in the interpretive facilities and services, suggesting the best itineraries and the optimized use of	3

		size, group type (families, corporate, clubs and associations) To manage permissions and licences if necessary To manage the hiring of tours and excursions To manage independent contracting of guides and/or transport To prepare questions and topics able to get the audience involved To manage the procurement of sports equipment and security	times, queue management and crisis management Types of response and attention to requests for non-personal information, management of electronic and paper mail, social networking and other formulas derived from information technologies Telephone support Protocol and personal image techniques The interpretive host as leisure time consultant Types, standards, potential uses and capabilities of the facilities and services of interest to the user: tourist services (accommodation, restaurants, tours and excursions); side services (shopping, leisure, entertainment and information services to visitors); tertiary services (	its tourism and interpretive potential, adapting it to the requirements and needs of customers and the objectives of the centre or destination planning To apply techniques for the treatment of requests for information and provide service, according to the demand made and the means for its application To select and transmit information based on requests from partners and their profile and interests, using the most appropriate media in each case To retrieve information and to facilitate it to the users, adopting an attitude according to the situation raised, using the communication style and courtesy standards more appropriate To check the understanding of the message issued, as well as received, showing an attitude	infrastructures and equipments	

		equipment To provide information materials on paper (brochures) and interpretive materials (topoguides, maps) and explain its use to the visitors To provide information and interpretive materials in digital format (APPs, augmented reality) To ensure the security of visitors centres, facilities and services To ensure quality conditions of the	health services, emergency and safety, financial, personal), access and transport, general services and supplies Operational conditions of the tours: safety, technical difficulties, obstacles, altitude, weather conditions, rescue and emergency devices, active and passive safety Natural and cultural resources and attractives, tangible and intangible Information resources available to tourists: conventional brochures, topographical guides, maps, webs, APPs, mapping, augmented reality Interpretive media available to tourists: trails, panels, interpretive tables, sign pointing... Administrative conditions:	of empathy and connection towards the interlocutor In situations of complaints and claims, to inform and advise recording the significant ones that can be used, if necessary, in the future; in order to improve services and materials To assume the need to serve users with courtesy, trying to satisfy their demands, with kindness and discretion; resolving complaints and promoting the good image of the entity providing the service To appreciate the importance of acting quickly and accurately in all service delivery processes from the point of view of the perceived quality by users		

		experience of visitors centres and facilities To collect data required for statistics and visitor satisfaction surveys To provide to visitors and tourists operational information on safety and security To provide to visitors and tourists operational information on quality of performance aspects	carrying capacity of the trails, activities allowed Licenses of activity Management of the system for suggestions, complaints and claims, attention to client Legislation to protect the user and consumer Obtaining useful information for service and tourism statistics and satisfaction survey Legal frame and regulations applicable in each space/site/resource.		
Services provision	Interpretive activities, excursions and visits	To develop and organize activities, excursions and	Structure of the tourist market at global level Structure of the incoming	To analyze the evolution of the concept of tourism, identifying the elements of the tourism system	

9	management	visits whose main component is the heritage interpretation; that are appropriate and competitive to be offered in the market, or that meet specific demand requirements To develop and organize interpretive activities, excursions and visits achieving customer satisfaction To manage reservations in order to meet or exceed expected sales levels	tourism market at local level Accommodation, food and beverage, leisure and hospitality services in the area Transportation services in the area Other elements and components in the interpretive activities, excursions and visits Programming interpretive activities, excursions and visits Operational conditions for the tourism visits in the area Timing of interpretive activities for several publics	To analyze the tourism market in the geographical area involved To identify the most significant suppliers in the geographical tourism market, and describe the characteristics of their respective offers To explain the characteristics of sustainable and responsible tourism and describe its determinant factors To develop the processes of planning, development, programming, operation of activities, excursions and visits based on heritage interpretation, identifying and applying procedures, technical and technological resources To analyze interpretive activities included in tour operators, establishing its distinctive features, comparing and determining its competitive advantages	To program and schedule interpretive activities, excursions and visits, fully operational and ready to be presented to the tourism market	9

				To formalize the appropriate documents to ensure the provision of the services included, and determine the controls necessary to ensure the operation and performance of the actions planned, indicating the appropriate corrective measures to possible deviations		
				To fill out administrative and accounting documents of activities, excursions and visits, and draft assessment reports		
				To insert the role of heritage interpretation in order to qualify the tourism services and experiences		
				To conduct and fill out quality of performance and customer satisfaction surveys		
				To insert social and environmental sustainability factors within excursions, visits and self-guided trails		
				To identify and manage		

				potential threats to the heritage and the environment due to the tourist visits To identify and assess to the management current and potential factors that can disturb the tourist experience		

4. Section C – Specific territorial (national/regional) competences for the main professional figures

Spanish Addendum

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Business management	Administrative and marketing management	Management of the administrative, accounting, budget control and financial affairs of interpretive services	Basic principles of economic management regarding planning and budget control(for both, companies and self employment) Basic principles of project management Basic principles of marketing (demand profiles, segmentation, promotion, communication, commercialization, distribution) Basic understanding of administrative procedures	To analyze the role and process of corporate or institutional planning and define appropriate plans To describe the phases and logical steps of a process of corporate or institutional planning and rational approach to setting goals, making decisions and selecting means To manage the budget and keep track of control: set the budget interpreting the input data relating to economic and financial objectives of the company, in order to forecast	To manage the fundamental administrative and budget principles and marketing activities associated to interpretive services	4

			(methods and documentation) Basic aspects of Legal framework and relevant legislation	economic outcome; regularly monitor the costs and revenues of the objectives to evaluate any deviation; as to take the right actions if necessary To provide an overview of intermediate and final results through regular reports To analyze organizational and functional structures characteristic of different types of interpretive entities and their internal and external relations To differentiate methods for defining jobs and selection of appropriate personnel for companies of heritage interpretation, comparing them critically To determine the marketing, operational and contractual relations of the service providers and interpretive products with different suppliers of tourism services		

				To ensure the proper performance of administrative duties related to the services provided To understand the legal frame applying to heritage interpretation business both for the companies and independent professionals To be able to program and perform basic marketing activities		
Business management	Communication in Spanish	Communication in Spanish within professional activities in tourism	Knowledge of Spanish corresponding to level B2 CEFR (Common European Framework of Reference for Languages)	To use skills in Spanish corresponding to level B2 CEFR (Common European Framework of Reference for Languages) within the exercise of the professional activity	To communicate in Spanish (min. level B2 CEFR - Common European Framework of Reference for Languages)	**2**
Business management	Communication in English	Communication in English within professional activities in tourism	Knowledge of English corresponding to level B2 CEFR (Common European Framework of Reference for Languages)	To use skills in Spanish corresponding to level B2 CEFR (Common European Framework of Reference for Languages) within the exercise of the professional activity	To communicate in English (min. level B2 CEFR - Common European Framework of Reference for Languages)	**2**

Training and vocational internships	**13***

* Spain establishes 21 ECVET credits in the "Section C" because 13 ECVET credits (370 hours) of Training and vocational internships are mandatory by the national rules.

Italian Addendum

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Definition of objectives	Definition and management of a work activity in compliance with Italian labour law	Definition of the contractual aspects of a work activity in Italy Management of compulsory procedures and fulfilments for the start-up and practice of a work activity in Italy	Italian labour law, namely for the characteristics of most frequently used employment contracts for employed and self-employed work activities. Principles on civil and criminal liability of the workers. Elements of tax regulations, namely for the self-employed workers Contractual, fiscal and social security aspects. Liability on accounting, according to the type of	To define the contractual aspects of a work activity in Italy: to verify the pertinence and the accuracy of the employment contract compared to the required work activity To understand the fulfilments required for the proper enforcement of an employment contract for self-employed workers in Italy: to manage the compulsory procedures for the start-up of a work activity as self-employed worker; to manage the compulsory fiscal and social security fulfilment according to the type of work	To practise a profession as employed or self-employed worker in Italy	**2**

			work practice.	activity	
Definition of objectives	Definition and management of the specific professional activity in Italy	Management of legal and organisational procedures and fulfilments for the start-up and practice of the specific professional activity in Italy	Collective National Labour Contracts, when applicable, and standard contract models. National and regional principles and rules for corporate exercise of the specific professional activity (enterprise exercising interpretive activities), and procedure for registration at the Chamber of Commerce, Industry, Craftsmanship and Agriculture. Main evolution, technological and market trends in the Italian interpretive sector.	To apply knowledge about characteristics, evolution of process, products and context, and professional field of the interpretive sector in Italy To define the conditions of the professional interpretive service, negotiating them starting from the applicable contractual system and considering the economic incentives of which can benefit the customer, stipulating the different service contracts accordingly to applicable general and specific Italian civil and fiscal rules	To apply and manage the legislative and evolution trends characterising the specific professional activity in Italy.	3

			The professional figures in the Italian interpretive sector.			
Goods and services production	Communication in Italian	Communication in Italian within interpretive professional activities	Knowledge of Italian corresponding to level B2 CEFR (Common European Framework of Reference for Languages)	To use skills in Italian corresponding to level B2 CEFR (Common European Framework of Reference for Languages) within the exercise of the professional activity	To communicate in Italian (min. level B2 CEFR - Common European Framework of Reference for Languages)	**3**

Hungarian Addendum

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Business management	Administrative and marketing management	Management of the administrative, accounting, budget control and financial affairs of interpretive services	Basic principles of economic management regarding planning and budget control(for both, companies and self employment) Basic principles of project management Basic principles of marketing (demand profiles, segmentation, promotion, communication, commercialization, distribution) Basic understanding of administrative procedures (methods and documentation) Basic aspects of Legal	To analyze the role and process of corporate or institutional planning and define appropriate plans. To describe the phases and logical steps of a process of corporate or institutional planning and rational approach to setting goals, making decisions and selecting means. To manage the budget and keep track of control: set the budget interpreting the input data relating to economic and financial objectives of the company to forecast economic outcome; regularly monitor the costs and revenues of the objectives to evaluate any deviation and take the right	To manage the fundamental administrative and budget principles and marketing activities associated to interpretive services	1

| | | | framework and relevant legislation | actions if necessary.

To provide an overview of intermediate and final results through regular reports.

To analyze organizational and functional structures characteristic of different types of interpretive entities and their internal and external relations

To differentiate methods for defining jobs and selection of appropriate personnel for companies of heritage interpretation, comparing them critically.

To determine the marketing, operational and contractual relations of the service providers and interpretive products with different suppliers of tourism services.

To ensure the proper performance of administrative duties related to the services provided. | | |
|---|---|---|---|---|---|---|

Business management	Communication in Hungarian	Communication in Hungarian within professional activities in tourism	Knowledge of Hungarian corresponding to level B2 CEFR (Common European Framework of Reference for Languages)	To use skills in Hungarian corresponding to level B2 CEFR (Common European Framework of Reference for Languages) within the exercise of the professional activity	To communicate in Hungarian (min. level B2 CEFR -Common European Framework of Reference for Languages)	**4**
Business management	Communication in English	Communication in English within professional activities in tourism	Knowledge of English corresponding to level B2 CEFR (Common European Framework of Reference for Languages)	To use skills in English corresponding to level B2 CEFR (Common European Framework of Reference for Languages) within the exercise of the professional activity	To communicate in English (min. level B2 CEFR - Common European Framework of Reference for Languages)	**3**

Belgium Addendum

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Business management (only for self-employment)	Administrative and marketing management	Management of the administrative, accounting, budget control and financial affairs of interpretive services	Basic principles of economic management regarding planning and budget control

Basic principles of marketing (demand profiles, segmentation, promotion, communication, commercialization, distribution)

Basic understanding of administrative procedures (methods and documentation)

Basic aspects of Legal framework and relevant legislation | To analyze the role and process of corporate or institutional planning and define appropriate plans.

To describe the phases and logical steps of a process of corporate or institutional planning and rational approach to setting goals, making decisions and selecting means.

To understand the budget and keep track of control: set the budget interpreting the input data relating to economic and financial objectives of the company to forecast economic outcome; regularly monitor the costs and revenues of the objectives to evaluate any deviation and propose the right actions if necessary. | To manage the fundamental administrative and budget principles and marketing activities associated to interpretive services | 3 |

				To analyze organizational and functional structures characteristic of different types of interpretive entities and their internal and external relations To collaborate and propose a marketing strategy and to contract with the service providers and interpretive products with different suppliers of tourism services. To ensure the proper performance of administrative duties related to the services provided.		
Communicatio n: language according to regional requirements	Communication: language according to regional requirements (as first language)	Communication: language according to regional requirements within professional activities in health tourism	Knowledge of language according to regional requirements corresponding to level B2 CEFR (Common European Framework of Reference for Languages)	To use skills in the language according to regional requirements corresponding to level B2 CEFR (Common European Framework of Reference for Languages) whilst exercising the professional activity	To communicate in the language according to regional requirements (min. level B2 CEFR -Common European Framework of Reference for Languages)	**2**
Communicati	Communicatio n in the	Communication		To use skills in in the language according to the regional	To communicate	**1**

on: language according to regional requirements	language according to the regional requirements (as a second language)	in the language according to the regional requirements within professional activities in tourism	Knowledge of French or Flemish corresponding to level A 2 CEFR (Common European Framework of Reference for Languages)	requirements corresponding to level A2 CEFR (Common European Framework of Reference for Languages) within the exercise of the professional activity	in the language according to the regional requirements (min. level A2 CEFR -Common European Framework of Reference for Languages)	
Communication	Communication in English	Communication in English within professional activities in tourism	Knowledge of English corresponding to level B2 CEFR (Common European Framework of Reference for Languages)	To use skills in English corresponding to level B2 CEFR (Common European Framework of Reference for Languages) within the exercise of the professional activity	To communicate in English (min. level B2 CEFR - Common European Framework of Reference for Languages)	**2**

Austrian Addendum

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Business management	Administrative and marketing management	Management of the administrative, accounting, budget control and financial affairs of interpretive services	Basic principles of economic management regarding planning and budget control(for both, companies and self-employment) Basic principles of project management Basic understanding of administrative procedures (methods and documentation) Basic aspects of Legal framework and relevant legislation	To analyse the role and process of corporate or institutional planning and define appropriate plans. To describe the phases and logical steps of a process of setting goals, making decisions and selecting means. To manage the budget and keep track of control: set the budget interpreting the input data relating to economic objectives ; regularly monitor the costs and revenues of the objectives to evaluate any deviation and take the right actions if necessary. To provide an overview of intermediate and final results through regular reports.	To manage the fundamental administrative and budget principles associated to interpretive services	**3**

				To ensure the proper performance of administrative duties related to the services provided.		
Business management	Communication in a second language	Communication in a second language within professional activities in tourism	Knowledge of a second language of vantage or upper intermediate level	To use skills in a second language and be able to understand the main ideas topics, interact with a degree of fluency and spontaneity that makes regular interaction possible and produce clear, detailed text	To communicate in a second language at vantage or intermediate level	**5**

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Business management	Administrative and marketing management	Management of the administrative, accounting, budget control and financial affairs of interpretive services	Basic principles of economic management regarding planning and budget control(for both, companies and self-employment) Basic principles of project management Basic principles of marketing (demand profiles, segmentation, promotion, communication, commercialization, distribution) Basic understanding of administrative procedures (methods and documentation) Basic aspects of Legal framework and relevant	To analyse the role and process of corporate or institutional planning and define appropriate plans. To describe the phases and logical steps of a process of corporate or institutional planning and rational approach to setting goals, making decisions and selecting means. To manage the budget and keep track of control: set the budget interpreting the input data relating to economic and financial objectives of the company to forecast economic outcome; regularly monitor the costs and revenues of the objectives to evaluate any deviation and take the right actions if necessary.	To manage the fundamental administrative and budget principles and marketing activities associated to interpretive services	8

			legislation	To provide an overview of intermediate and final results through regular reports. To analyze organizational and functional structures characteristic of different types of interpretive entities and their internal and external relations To differentiate methods for defining jobs and selection of appropriate personnel for companies of heritage interpretation, comparing them critically. To determine the marketing, operational and contractual relations of the service providers and interpretive products with different suppliers of tourism services. To ensure the proper performance of administrative duties related to the services provided.		

German Addendum

Activity Areas	Activities	Tasks	Knowledge	Skills	Competences / Learning Outcomes units (ULO)	ECVET Credit (ULO)
Business management	Administrative and marketing management	Management of the administrative, accounting, budget control and financial affairs of interpretive services	Basic principles of economic management regarding planning and budget control(for both, companies and self-employment) Basic principles of project management Basic understanding of administrative procedures (methods and documentation) Basic aspects of Legal framework and relevant legislation	To analyse the role and process of corporate or institutional planning and define appropriate plans. To describe the phases and logical steps of a process of setting goals, making decisions and selecting means. To manage the budget and keep track of control: set the budget interpreting the input data relating to economic objectives ; regularly monitor the costs and revenues of the objectives to evaluate any deviation and take the right actions if necessary. To provide an overview of intermediate and final results through regular reports.	To manage the fundamental administrative and budget principles associated to interpretive services	3

				To ensure the proper performance of administrative duties related to the services provided.		
Business management	Communication in a second language	Communication in a second language within professional activities in tourism	Knowledge of a second language of vantage or upper intermediate level	To use skills in a second language and be able to understand the main ideas topics, interact with a degree of fluency and spontaneity that makes regular interaction possible and produce clear, detailed text	To communicate in a second language at vantage or intermediate level	**5**

ECVET Credits Recapitulation Table

	ECVET Credits for the competences common to all participating Countries	ECVET Credits for the specific competences of each participating Country	Total ECVET Credits
Section A – ECVET credits related to common European competences transversal to the professional figures	40		40
Section B – ECVET credits related to common European competences specific for each professional figures: Interpretive Host and Interpretive Guide	12		12
Section C – ECVET credits related to specific territorial (national/regional) competences of the professional figures		8	8
Total	52	8	**60**