

Project Results Details (3)

Result ID 3

Result Title

STARLIGHT Summer school format

Result Leading Organisation

Land Tirol - Tiroler Umwelthanwaltschaft (E10248891 - Austria)

Result Description (including: needs analysis, target groups, elements of innovation, expected impact and transferability potential)

This third Result represents the final step of the methodology, to INSPIRE the participants, target groups, stakeholders, and larger public, passing the heritage of what STARLIGHT has initiated. The format is always identified as “Summer School”, despite the season it will take place. Within the STARLIGHT project this result entails the definition of a transversal format to be applied to three experimental learning activities. Each one is a full-immersion, work-based, five-day residential course in an inspiring location, providing a stimulating environment for participants, tourism operators (guides, SMEs, etc.) and stakeholders as it fosters the dialogue between trainers, stakeholders, representing the job market (NGOs, Tour operators, private companies including creative industries, etc.) and experts in topic addressed in each “school”. Besides typicality, the format includes: - Confrontation among participants to compare solutions and ideas defined during and after the webinar session. This will be attained through workshops led with participatory methodologies, role/simulation game methodology etc. - Seminars/workshops with experts in the fields of: a) business development (including entrepreneurship) b) territorial and digital marketing, c) The environmental impacts of tourism activity (tourism both as a source of light pollution and as a contribution to its reduction) d) experience economy: activities and responses (both economic and behavioural) of tourism businesses and visitors e) astronomy and dark skies observation f) biodiversity, nature protection g) Accessibility and barriers (Design for All approach): how to properly welcome tourists with special needs and support. Some themes will be developed during a specific season, while others are transversal. -Sessions with relevant stakeholders in the field of tourism (e.g. enterprises, cultural associations, hotels, museums, tour operators, etc...). - On field visits to experiment “dark sky observation” either in real environment or via the use of a portable planetarium - Presentation of the final project work within a conference/seminar to foster communication and public speaking skills. The final products of this format will be: a. “STARLIGHT Working guidance” with elements to build a tourist offer (mix of digital marketing, territorial marketing, customer care, business planning, etc.) b. “STARLIGHT Experience box”: how to create a dark skies tourist experience: travellers want to connect with a place on an emotional level, and, as a result, learning new things about cultural and natural landscapes, and even as a means of self-discovery. Both the “Working Guidance” and the “Experience box” will become on one hand, a sort of handbook for future editions of the training scheme and, on the other, a ready to use guide/offer for operators. It will be transferable to other contexts beyond the

partnership. The innovative element of this result relies as usual on the topic mix, but here we also have innovation in the approach and the two products, which are “ready to use” tools directly co-built by participants. In fact, in the first summer school, participants will co-create the working guidance (i.e. how to build a good tourist offer) and in the other two learning experiences, participants will co-create the STARLIGHT Experience box (i.e. how to build the dark skies experience and sell it). STARLIGHT will apply the “hackathon” approach to carry on the learning experience based on entrepreneurship. Finally, another innovative element which will be applied during the Winter in Italy, is provided by the involvement of a theatre company which foresees a transposition of the video created for the Webinars in the form of live performance that will serve as an introduction to a short workshop on the fundamentals of stage techniques. Last, during the Spring School in Spain, we will make use of Living Lab approach to co-create and boost innovative outputs.

Result Type

Methodologies / guidelines – Methodological framework for implementation

Please describe the division of work, the tasks leading to the production of the result and the applied methodology

This Result implementation will be coordinated by TyEO and includes the definition of a replicable format to be tested in three different settings addressing three different topics and foreseeing 2 different output typologies. The methodology entails various elements to take into consideration to achieve the final format and make it useful, replicable, transferrable. 1.DESIGNING AND PLANNING This phase has already begun during the preparation of the current proposal and it entails: - VENUE AND DURATION when partners have shared ideas and planned to organise 3 summer Schools, in three different venues and each devoted to a specific topic. To simplify and make the most of these experiences, a rather low number of participants per each School has been identified. 20 participants, in fact, can be hosted in each partner region, considering that rural areas have been chosen to maximise the learning experience by selecting venues which are not “mass” tourism destinations and thus where operators thrive to involve tourists but can propose experiential, niche, and personalised offers. In fact, when we get to experiential tourism, the traveler usually gets in touch with locals who give guidance how to experience a place. Experiential travel tends to focus on travel that is inspirational, personalized and/ or creates a path to self-discovery. This is best reached in isolated, immersive areas. Also, the duration of each School has been predefined: 5 days (+ 2 for travel). All partners will participate to this phase. - AGENDA DEVELOPMENT: During project implementation the agenda of each day will be defined, trainers identified, study visits agreed upon, etc. A draft of this agenda will be described in the box dedicated to Learning Training Teaching Activities, but then it will need to be fine-tuned. - LOGISTICS: Logistics means also providing ideas and tips for future organisers for travel, accommodation, and subsistence. Hosting partners will identify

best solution for accommodation. Sending partners will provide information on travel solutions available with respect to best quality/price ratio. Indication to grant safety, insurance and healthy conditions for participants will be given. Although all partners will participate in their role of “sending institutions”, specific contribution will be given. 2.RUNNING This phase represents the learning experience deployment when participants will finally be involved in training activities providing useful feedback and information to feed the Result final version. As the STARLIGHT approach is work-based, final products for each summer school are foreseen, and the Result will provide guidance on how to develop them. The guidelines will also explain the approaches and methodologies used during the Schools, from the more traditional ones (focus groups, seminars, lessons, etc.) to the more innovative ones (e.g., storytelling, hackathon) 3.EMBEDDING: this phase is linked to the sustainability of the summer school formats, i.e., how they can become a stable tool to deliver training. It is, in STARLIGHT project, strictly linked to evaluation, certification, sustainability. Thus, in the Result elements to assess non formal and informal competences acquired by participants to Schools will be provided and certification processes (e.g., Europass). This is experimented in the Schools reports foreseen at the end of each learning experience. All partners will participate to the drafting of this section, with specific contributions by KuA (evaluation, assessment) and GALEVV (sustainability), while NBDN will work on mainstreaming and embedding into day-to-day activities of VET providers. This Result will start to be drafted in May 2023 (during the 4th transnational meeting) and finalised in September 2024. All the elements described in the box above, will be transposed in guidelines explaining step-by-step how to build, organise and manage such learning experiences.

Result Production Start Date (dd-mm-yyyy)

01-05-2023

Result Production End Date (dd-mm-yyyy)

30-09-2024

Result Languages

Bulgarian , English , Italian , Slovenian , German , Spanish

Result Media

Publications

Result Participating Organisations

ISTITUTO NAZIONALE DI ASTROFISICA (E10208875 - Italy) , Gruppo Azione Locale Escartons e Valli Valdesi s.r.l (E10045441 - Italy) , KULTUR UND ARBEIT EV (E10211609 - Germany) , FUNDACIÓN CAMINO LEBANIEGO (E10274512 - Spain) , RRA SEVERNE PRIMORSKE REGIJSKA RAZVOJNA AGENCIJA DOO NOVA GORICA (E10116828 - Slovenia) , National Business Development Network (E10106886 - Bulgaria)