

International Projects



Sustainable and Nature-based Tourism IT Course and Handbook




(Project-No. 505550-LLP-1-2009-1-DE-KA3-KA3MP)

NEWSLETTER / 2nd Edition (May 2011)

Welcome to this second edition of the *STITCH* Newsletter. Our project is funded by the European Commission (Programme for Lifelong Learning Key Activity 3 - ICT¹) and is led by the *Ernst-Moritz-Arndt University in Greifswald, Germany (EMAUG)*.




Project aims and learning structure

STITCH - Sustainable and Nature based Tourism *IT* Course and Handbook - seeks to strengthen the position of sustainable tourism concepts and subject matter within the European educational landscape. To achieve this a modular IT-based course is being developed, which can be studied at three different levels:

-  Vocational and Educational Training (VET - EQR²-Level 4)
-  Bachelor (EQR-Level 6)
-  Masters (EQR-Level 7)



At the most recent project meeting, in Istanbul/TR in March 2011 (see photo), the project group agreed the following frameworks for the different levels:

-  Vocational and Educational Training: 36 ECVET Credits (= 360 Guided Learning Hours)
-  Bachelor: 180 ECTS Credits
-  Masters: 120 ECTS Credits

Course content

The content of the *STITCH* course has been broken down into six modules, which are weighted and applied differently to each of the three levels:

-  Course content: "VET"
 - M1: Introduction to Sustainable Tourism (6 ECVET)
 - M2: Food and Drink Tourism (12 ECVET)
 - M3: Tourism and Protected Areas (3 ECVET)
 - M4: Sustainable Tourism Practice (6 ECVET)
 - M5: Intercultural Interferences - Problems, Causes and Solutions (3 ECVET)
 - M6: Technical and Pedagogical Introduction (6 ECVET)
-  Course content: "Bachelor"
 - M1: Operations of Sustainable Tourism (50 ECTS)
 - M2: Cultural Tourism (30 ECTS)
 - M3: Tourism and Protected Areas (30 ECTS)
 - M4: Sustainable Tourism: Policy and Planning (30 ECTS)
 - M5: Intercultural Interferences: Key Concepts and Interdependencies (30 ECTS)
 - M6: Technical and Pedagogical Introduction (6+4 ECTS)

¹ http://ec.europa.eu/education/lifelong-learning-programme/doc78_en.htm

² European Qualifications Framework for Lifelong Learning: http://ec.europa.eu/education/lifelong-learning-policy/doc44_en.htm



Course content: "Masters"

- M1: Strategic Sustainable Tourism Planning (20 ECTS)
- M2: Heritage Tourism (22 ECTS)
- M3: Tourism and Protected Areas (22 ECTS)
- M4: Strategic Sustainable Tourism Management (24 ECTS)
- M5: Intercultural Interferences - Bilateral Influences between Sustainable Tourism and Culture (24 ECTS)
- M6: Technical and Pedagogical Introduction (4+4 ECTS)

This modular structure as well as the accreditation concept allows students, in the run-up to taking the course, to have prior knowledge or skills certified, whether formally or informally acquired, and for which they can be receive credits. Through this the length of the training and the cost can be drastically reduced without affecting the quality of the results achieved.

Next project steps

At present the partners are occupied with pedagogical and didactic development work. The individual course units will then be fed into a learning platform, the software for which, called RUBY, has been created specifically for this project by the German partner rapidrabbit.

The development of the course content must be completed by October 2011 at the latest and then the STITCH course will be tested and evaluated at all of the different levels in the pilot phase over a number of months, before the final version of the course materials can be published in all of the languages within the partnership.

Further information is available at www.stitch-project.eu:



The Partnership

The partnership consists of nine partners from eight different countries. They represent target groups, stakeholders, and a range of perspectives and skills.

Lead project partner:

Universität Greifswald EMAUG (DE)
www.uni-greifswald.de

Project partners:

Tourismusschule Bad Gleichenberg (AT)
www.tourismusschule.com
rapidrabbit GbR (DE)
www.rapidrabbit.de
Tourism and Culture Management Center at Copenhagen Business Center (DK)
www.cbs.dk
Klaipeda University (LT)
www.ku.lt
Sociedade Portuguesa de Inovação (PT)
www.spieurope.eu
Academy of Economic Studies of Bucharest (RO)
www.turism-servicii.ase.ro
Istanbul Chamber of Commerce (TR)
www.ito.org.tr
Coleg Llandrillo (UK)
www.llandrillo.ac.uk

Project duration: 1 January 2010 to 31 December 2012 (36 months)



If you would like further information please contact the individual partner organisations or alternatively you can contact me directly:

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