Guidelines for the replication and exploitation of the DIVETOUR cMOOC
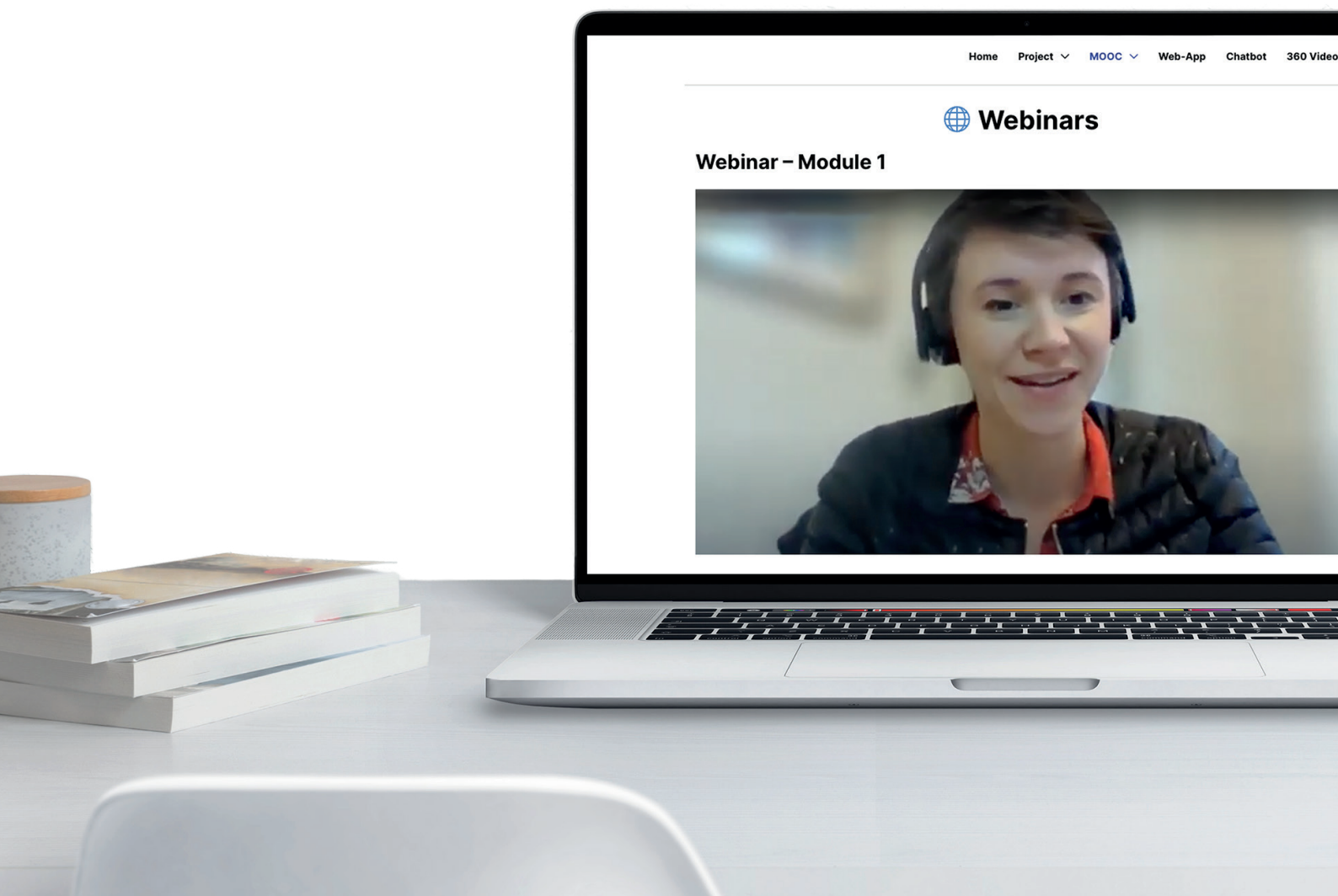
DIVETOUR project

Index

01
Introduction

One of the main outcomes of the DIVETOUR project has been the connectivist MOOC (cMOOC), hosted by the project online platform "Open Learning Community" (OLC) together with the other two project outcomes - Game-based Web app on accessible tourism and Accessible Tourism Chatbot - and targeted to tourism VET beneficiaries, both students and operators in the tourism sector.

The cMOOC was implemented with the aim of getting participants to learn about Accessible Tourism for All and its importance for the recovery of the tourism sector after exogenous shocks such as COVID-19, but also others, such as economic crisis, wars, climate crisis, etc.

The objectives set for the realization of the DIVETOUR cMOOC were confirmed by the phase of development of this advanced training system.

According to OLC statistics on MOOC participation, the figures of those who enrolled were highly significant, with 480 inscriptions from all over the world.

Those who completed the course and get the attendance certificate represented more than 11% of the total number: these figures are widely within the average statistics[1] of a cMOOC development, and confirm two main facts:

1. the topic of the cMOOC was largely accepted and considered as extremely interesting and needed by both the tourism VET providers /learners and the tourism industry.
2. The need for training on these issues is of utmost importance for a qualified offer of tourism services to all potential customers, including seniors and people with specific access needs.

This success, confirmed by the outcomes of the Test for MOOC Efficacy Assessment, highlights the need, already pointed out in the project application, for the experience gained in developing accessible tourism training in some EU Member States to be transferred to other European countries and regions; taking advantage of the methods tested by the DIVETOUR partnership and making the training resources replicable and available to a wider audience.

These Guidelines will describe how the cMOOC system may be replicated, the discipline to which the interested stakeholders have to refer, the conditions set by the partnership to protect Intellectual Property Rights and the visibility of the EU Commission funding.

They took their inspiration from those of the previous APP TOUR YOU project, since their effectiveness and usefulness in replicating other

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1 See CLSA: A novel deep learning model for MOOC dropout prediction (2021)

similar experiences, including this one of the DIVETOUR project, was widely tested.

Sections of the Guidelines will refer to the possibility of:

1. adaptions to the local national situation and/ or to specific end users;
2. translations of the cMOOC training material and inclusion of national documentation;

The Guidelines will also provide suggestions and conditions for possible technical implementation in the replication process.

Finally, the evaluation of costs involved in any possible activity of re-use of the cMOOC, either with the support of the actual partnership or autonomously, under specific licences is considered.

DIVETOUR project team places a lot of importance on the possibility of transferability of its training products as this will make the solutions available to many actors, with a wide variety of tourism products thus becoming more inclusive. This would be a valuable contribution towards the strategic goal of making Europe *Accessible for All*.
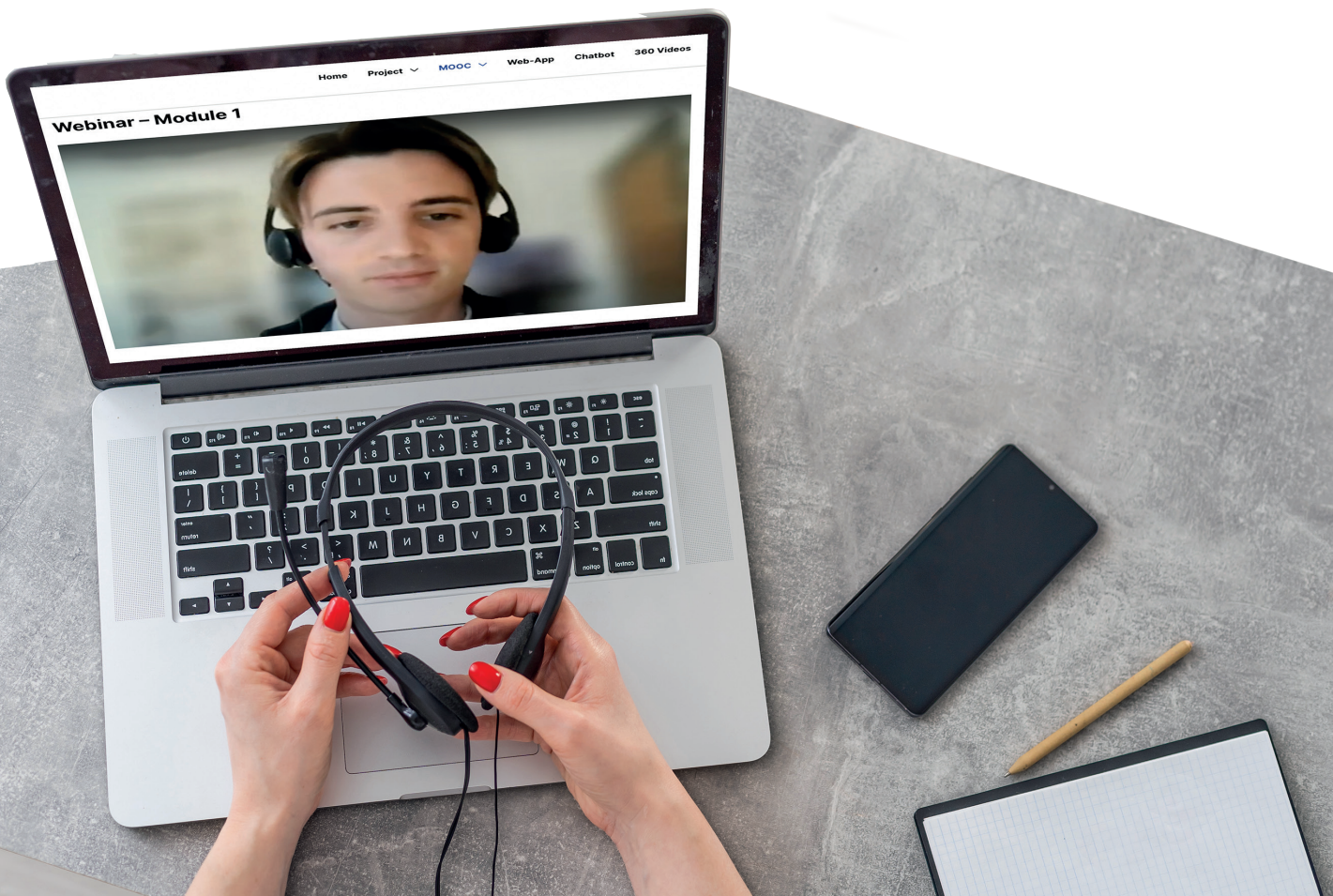
02 Overview

Overview of the DIVETOUR cMOOC

The cMOOC "New Challenges for the Tourism Sector after COVID-19" was a completely free online course that provided the opportunity to increase knowledge and skills on Accessible Tourism for All as a response to the challenges caused by the COVID-19 pandemic or other exogenous shocks and its role in equitable and sustainable tourism development.

The MOOC was open to all those with an interest in these topics, especially trainers and students in tourism vocational training, tourism experts, managers, and staff of small and medium-sized enterprises in the sector.

MOOC participants had access to its original training materials and the latest research on accessible tourism and had immersive experiences, navigating through four 360° videos on accessibility topics.

The MOOC was delivered in English and took place over 4 weeks, from 16 January to 10 February 2023, with no constraints on attendance, leaving everyone free to choose the times and modes of participation that best meet their needs.

The training course consists of two training modules focusing on four topics.

Module 1 - The tourism sector's response to the pandemic and other exogenous shocks

1.1 Economic and socio-cultural impact of Covid 19 on tourism

1.2 Crises as an opportunity to rethink the tourism of the future: designing an inclusive tourism recovery within the framework of equitable and sustainable development

Module 2 - Accessible tourism and its potential as one of the main levers for the recovery of the tourism sector

2.1 Accessibility as a business opportunity for tourism destinations and businesses

2.2 Rules and recommendations on how to improve business accessibility for inclusive recovery.

A comprehensive toolkit has been produced and made available to participants containing:

- MOOC Training Path
- Guidelines on the use of MOOC
- Terminology Guide on Accessible Tourism
- Frequently Asked Questions about DIVETOUR MOOC

- Modules' Handbooks
- List of reference materials available online, that are recommended with regard to the various topics covered in the modules of the MOOC
- 360° Videos
- Self-assessment tests
- Test for MOOC Efficacy Assessment

Throughout the course participants were supported by experts and had the opportunity to "meet" each other on the online platform, thanks to dedicated **forums**. Moreover, following each module a **webinar** was organised summarising the information and allowing for questions. The level of the acquired knowledge throughout the self-learning process could be checked through self-evaluation tests at the end of each module.

Finally, a questionnaire to test the effectiveness of the MOOC was submitted to the participants to collect their opinions on whether they were satisfied with its organisation and contents.

A certificate of participation in the MOOC was issued upon request to MOOC participants who completed the self-assessment tests and filled the MOOC effectiveness evaluation test.

Although the synchronous course has ended, all the training resources are still available for consultation and webinar recordings are available among the MOOC resources or within the YouTube channel of the project.

Experts from the DIVETOUR project team will still be available to support interested people through the forums, which will remain active until the end of the project.

03
Benefits

Benefits for future users and takeaways for other stakeholders

Benefits for future users

The training and the cMOOC has several benefits for participants. It allows for flexibility, as the main condition for participation is having an internet connection. Depending on the trainees' availability, progress in the self-learning can be done anytime. Thus, it saves the time and the costs of travelling to training centres, and allows the learner to stay always at their homes/business when needed.

The cMOOC, not only allows for a passive absorption of information, but also for an interactive form of training especially tailored to the needs of tourism VET trainers and learners, including tourism professionals. Thanks to the interactive nature of the cMOOC, contacts and networks between VET providers and professionals can be easily built-up, enhancing cooperation and exchange of best practices.

Thus, the self-learning material, as well as being available for a possible future cMOOC, provides for lots of benefits for tourism VET trainers and learners and for tourism professionals, who only have to bring along the following three basic requirements to reap the fruits of the project:

- some motivation to learn about the basics of accessibility and the importance of providing the right information;
- an internet connection;
- some available time, in a flexible manner, to absorb the main contents of the training.

Takeaways for other stakeholders

The necessity of knowing the accessibility features of publicly accessible places is equally important for other areas of everyday life beyond tourism. The basic principles of the training can therefore be used much more broadly in society than only in tourism.

Furthermore, the concept of the interactive DIVETOUR cMOOC could provide ideas and incentives for other entities within and outside of tourism-related activities to develop similar training programmes for their professionals to increase their knowledge requiring little resources.

04 Further use

Who could make further use of the cMOOC?

The cMOOC developed by the DIVETOUR partnership have been developed in order to benefit a wide range of tourism VET providers and tourism professionals, not only during but also after the official end of the project.

Besides the possibility that the DIVETOUR partnership may re-launch a MOOC based on the achievements reached together, the partnership considers that the self-learning tool could be highly beneficial to various other entities being in contact with tourism professionals:

- national/local tourism related professional associations in any field of tourism activity;
- VET, educational centres or institutions offering schooling in relation to tourism and hospitality management;
- European Networks in contact with tourism professionals.

05
Ways to make further use

What are the ways to make further use of the training tools implemented within the cMOOC

a. General overview

The training kit developed within the DIVETOUR cMOOC can be further used and eventually developed in various ways (see also the related conditions described further below):

• the training material will be available within the MOOC [section of the project OLC](#) well beyond the official end of the project, thus it is there for further consultation.

• The training materials - modules' handbooks, 360° videos - can be translated / replicated as they are and be integrated in various training programmes at national / local level.

• The training material can be translated / replicated and further enriched by references to national / local requirements and / or best practice examples of tourism establishments.

• References to the additions shall be made clear indicating the sources that are different from the DIVETOUR's own, original content.

• A shortened set of information (quoting parts of the contents) is also possible, to integrate parts in other existing training programmes.

• Benefiting from the DIVETOUR MOOC platform.

Below (in point b. and chapter 6) there is a detailed description on the different training materials developed and the conditions that apply to their further user.

b. Detailed description

The basic principle of the MOOC lies in its being an "event" rather than a package of training materials. Even if the availability of the collected and the self-produced training materials can be very useful for people approaching the concepts of accessible tourism, the real added value for the users is participating together with a group of peers in the cMOOC event (in the case of DIVETOUR lasting one month) having the possibility, within an agreed period, to contact peers, write in forums, ask for help, propose other training material, participate to synchronic webinars and networking.

Such an event needs to be prepared and developed by a group of MOOC administrators who can advertise, manage and deliver the training course. Moreover, in case of delivery of a diploma or a certificate of proficiency, the MOOC administrator needs to oversee the activity of users and reward those who meet the fixed criteria.

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The administrator of the MOOC should therefore be an expert/ professional in accessible tourism.

From the technical point of view, training software helps administrators to develop and present a clear and useful training portal at nearly no cost. DIVETOUR partnership used *LearnDash* free tool, and the project IT team uploaded the platform on https://divetour.eu/mooc-homepage-1/. The platform can be used on its current position with the consent of the partnership.

The platform has got the tool needed to perform all activities of the MOOC:

• A table of contents to link or upload the modules

• Forums

• Walls for important information

• Live chats for active participation in webinars

• Tests and questionnaires

• Evaluation forms

• Self-assessing tools

During the MOOC, other forms of social participation have been promoted outside the portal, such as:

• DIVETOUR Facebook page

• DIVETOUR YouTube channel from where all webinars have been broadcasted

Moreover, the partnership has promoted the use of participants' social media to promote and discuss the subjects of the MOOC (like personal blogs, social media pages).

All kinds of social participation should be taken into account to let participants express themselves using the tools they are acquainted with.

When the partnership or an external organization or group of stakeholders want to replicate the MOOC, they should use the existing platform on https://divetour.eu/mooc-homepage-1/. That is possible at certain conditions which will be explained in the next paragraphs.

It will be necessary to contact the partnership to agree on the level of involvement of the DIVETOUR partners and experts and to coordinate with the IT experts of DIVETOUR the transfer of data.

A budget should be agreed for all activities which will be undertaken by the project partners.

The web platform containing the MOOC is open and free and all users can sign-in and surf throughout the materials produced by the partnership or collected for the participants of the MOOC.

The collected material is already given as a link to external sources, the 360° videos and the recordings of the webinars are uploaded in the DIVETOUR YouTube channel.

The handouts produced by DIVETOUR are downloadable from the portal.

The experience of the "MOOC event", with live Webinars is much more complete than using the material on its own, but the documentation is nonetheless useful, varied, and comprehensive for tourism VET trainers and learners and for people working in the tourism sector who want to address the topics of accessible tourism.

06
Replication

Conditions of replication and use of the cMOOC

In the following tables we are summarising, according to possible replications of the MOOC, whether they might be carried out from a legal point of view, their opportunity to be developed, how to proceed for the replications and who should be contacted to do so.
As presented in the previous paragraphs, the main possibilities to replicate the DIVETOUR MOOC have been identified as:

• Use of the training modules developed for the MOOC
• Use of the MOOC platform and its contents.

Different possible actions have been foreseen, to prepare possible stakeholders who might want to use, modify or otherwise exploit the training tools developed by the project. A general description for these possible actions is to be found in the tables below. Furthermore, the partnership is making the training content developed in the framework of the project available under the general conditions described in the tables below.

Training modules developed for the MOOC

Action	Possible YES/NO	How do i proceed?	Who do I contact?
Use and or translate the modules as they are	Yes	As the modules are made within the European project and are already available through the project OLC and in the MOOC, it is possible to use them without modifying them for other purposes quoting the owners (the European Commission and the partnership of DIVETOUR). In case of translation, please mention "translated from the English original".	There is no need to contact the partnership. The partnership would be pleased to be informed of any use of the produced material. Please contact DIVETOUR partnership through https://divetour.eu/contacts/
Possible additions	Yes	When using the modules as they are, it is possible to make some additions (e.g. references to national regulations, best practice examples) to the content (e.g. in Annexes), without modifying the original content. It should be clearly indicated what the additions are.	There is no need to contact the partnership. The partnership would be pleased to be informed of any use of the produced material. Please contact DIVETOUR partnership through https://divetour.eu/contacts/
Modify the modules	No	It is not possible to modify or edit the modules, unless part of the text is used quoting the source and the authors.	-
Quote and or translate parts of the contents	Yes	The content of the modules can be quoted if the source and the authors are reported. In case of translation, please mention "translated from the English original".	There is no legal need to contact the authors, but DIVETOUR partnership would be pleased to track any use of its material. Please contact DIVETOUR partnership through https://divetour.eu/contacts/

DIVETOUR 360° videos

Action	Possible YES/NO	How do i proceed?	Who do I contact?
Use the videos as they are/ addition of translations as subtitles	Yes	As the videos are made within the European project and are already available online on YouTube, it is possible to use them without modifying them for other purposes quoting the owners (the European Commission and the partnership of DIVETOUR). In case of inserting subtitles to the videos, please get in contact with the partnership.	There is no need to contact the partnership, when the videos are used as they are. In case of addition of subtitles please contact DIVETOUR partnership through https://divetour.eu/contacts/
Modify the videos	No	It is not possible to modify or edit the video unless part of the text is used quoting the source or frames are used to quote the video and its original content.	-
Quote / translate the text of the videos	Yes	As the videos contain different useful information, some of it can be quoted in a written text, but only if the source and the authors are reported. Texts can also be translated and be quoted in a written text, reporting the source and the authors as well as the mention "translated from the English original".	There is no legal need to contact the authors, but DIVETOUR partnership would be pleased to track any use of its material. Please contact DIVETOUR partnership through https://divetour.eu/contacts/
Use frames from the videos	Yes	It is possible to copy paste frames directly from YouTube with the purpose to quote the videos or to show some frames, but only reporting the source and the author.	There is no legal need to contact the authors, but DIVETOUR partnership would be pleased to track any use of its material. Please contact DIVETOUR partnership through https://divetour.eu/contacts/

DIVETOUR MOOC on accessible tourism

Action	Possible YES/NO	How do i proceed?	Who do I contact?
Use DIVETOUR MOOC Platform	Yes	It is possible for a group of stakeholders to ask the partnership to reactivate the MOOC. A budget will be asked to pay the tutoring and the administration of the platform. The number of foreseen participants to the MOOC could affect the budget.	You should contact the project coordinator and the partnership. Please contact DIVETOUR partnership through https://divetour.eu/contacts/
Using content and platform with another group of coordinators	Yes	It is possible, but the partnership will want to be sure that the quality of the coordinators and the tutors of the new MOOC will be the same as the one of DIVETOUR. In any case the authors and the European Commission will have to be quoted.	You should contact the project coordinator and the partnership. Please contact DIVETOUR partnership through https://divetour.eu/contacts/
Applying participation or examination fees for the completion of the MOOC	Yes	In principle it is possible to ask participants to pay a fee to join the MOOC, but only in order to receive a certificate of proficiency, based on examinations by selected experts/trainers. As a common habit, MOOCs are open to everyone to surf and interact (the intrinsic characteristic of the MOOC is its "openness"). On the other hand, a fee can be asked to get a certificate. A budget should be included for the activity of testing and for the delivery of certificates, and a group of qualified experts should be engaged for this purpose.	You should contact the project coordinator and the partnership. Please contact DIVETOUR partnership through https://divetour.eu/contacts/

07
Business opportunities

As already mentioned, all products and services developed within the DIVETOUR project have to be open and available for users without any fee. It is a consequence of the fact that DIVETOUR is a European project funded by the Erasmus plus programme. Hence, everybody interested in gaining knowledge and improving skills in accessible tourism, and preparing an adequate tourist offer, has the freedom to use the MOOC, provided that he or she meets some basic requirements specified in the previous parts of the document (e.g. registering, respecting Intellectual Property Rights etc.).

It needs to be emphasised that the project partnership is obliged to assure open access to the outcomes of the project, namely, educational materials. However, it does not include the MOOC, which is not an outcome.

 A MOOC is just a form and not a content. Thus, there should be no procedural barriers for the partnership to make profits by running further MOOCs using DIVETOUR materials. Importantly, the content of the MOOC would be still available for free on the DIVETOUR OLC even during running of the MOOC. But participants in the course would be offered additional services, such as:

- tutoring - it is much more productive to learn when one has a possibility to use a tutor's knowledge and skills, and to learn not only from the educational materials, but also through direct interactions with experts;
- help of administrators and experts - in case of any doubts or possible technical problems, one does not need to worry, one can just contact with an administrator; one would be also informed about any important things related to the course;
- webinars - it is a very promising and productive educational form associated with the course; webinars summarize particular modules and allow to exchange ideas and opinions;
- interaction with peers - it is assured by webinars and social network where participants can discuss different matters related to their professions (not only related to the MOOC or even accessibility);
- exchanging best practices - this kind of relation is very important allowing a mutually beneficial discussion that can help to improve one's business performance and avoid mistakes;
- chances for new business contacts - if someone is looking for business partners to carry out some common undertaking, the MOOC seems to be also a great chance here;
- certificate - the project partnership can deliver certificates to participants who will meet fixed criteria and will pass the final tests carried out by administrators of the course.

It seems, then, that running a MOOC enriches a value proposition to a significant extent.

Benefits for potential customers wishing to organise a MOOC are threefold:

- being supported by administrators and experts;
- getting in touch with the peers;
- getting certificates.

All these benefits are promising when addressing potential customers, but it is worth noticing that getting a certificate can be attractive especially for students and young employees who wish to develop their qualifications and to enrich their CVs, thus improving their position on the job market.

In reference to this, it should be expected that the more the MOOC will be popular and the better quality it will present, the more the DIVETOUR certificate will be valued by both students / young employees and employers. With increasing popularity of the MOOC editions, the motivation to participate in this event can be higher and higher.

Currently, it is possible to outline basic personal and non-personal costs related to particular services that can be offered within the MOOC.

A table below presents a few examples.

Service	Cost
Tutoring	Tutoring, up-to-date materials and information, self-preparation, gaining experience in the field.
Help of MOOC administrators and experts	Monitoring and providing help and information
Webinars	Preparing and conducting webinars.
Testing	Up-to-date knowledge, developing evaluation skills, preparing tests, distributing tests, managing a process, developing IT skills, checking tests.
Certification	Preparing and distributing certificates by experts and administrators.

For a personalized offer for the organisation of a new Massive Open Online Course, please contact DIVETOUR partnership through https://divetour.eu/contacts/.

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We encourage you to avoid printing unless you feel it is absolutely necessary.