

## PROGRAM of GRUNDTVIG WORKSHOP

**“Volunteers for sustainable development in tourism. Become eco-tourist.”**

**Kraków, Poland, 28th May 2012**

Hours	Thematic area	Trainer
9.15 – 9.30	Powitanie Uczestników Warsztatów (Official Welcom) Introduction	mgr Adam Kaleta mgr Ewelina Firszt
9:30 – 10:15	Introduction to sustainable development in tourism – definitions, background, the role of tourism as a development factor – service (lecture)	dr Anna Sobczyk – Kolbuch
10:30 – 11:15	Provide a baseline between tourism and intangible cultural heritage, including risks and opportunities (workshops).	dr Anna Sobczyk – Kolbuch
11:30 – 12:15	Service characteristics of Tourism marketing – marketing tools micro and macro environment, green marketing aspects (lecture).	dr Anna Sobczyk – Kolbuch
12:30 – 13:15	The environmental issues within tourism – SWOT, PESTEL analysis (workshops)	dr Anna Sobczyk – Kolbuch
13.45 – 14.30	Lunch break	x
15:00 – 15:45	Marketing information – in sustainable development in tourism and volunteering (methods, types of research) (lecture)	dr Anna Sobczyk – Kolbuch
16:00 – 16:45	Information features and its role in sustainable development – questionnaires and interviews as methods of gathering information (workshops)	dr Anna Sobczyk – Kolbuch



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29<sup>th</sup> May 2012

Hours	Thematic area	Trainer
9:00 – 9.45	Introduction of governmental policies on eco – tourism and sustainable development, requirements of WTO (lecture)	dr Anna Sobczyk – Kolbuch
10:00 – 10:45	Contemporary consumers` behaviour in tourism – challenges and threats for sustainable economy (lecture).	dr Anna Sobczyk – Kolbuch
11:00 – 11:45	Market Segmentation, targeting and positioning tourism as a service within consumers decision making process (workshops)	dr Anna Sobczyk – Kolbuch
12:00 – 12:45	Ecological and cultural aspects of tourism – Poland and EU as markets for or against sustainable development. Discussion, presenting of tourism development and cultural heritage of participants regions (lecture).	dr Anna Sobczyk – Kolbuch
13.15 – 14.00	Lunch break	x
14:30 – 15:15	Poland and EU as markets for or against sustainable development – pros and cons – presenting case study and best practices in sustainable development in tourism in Poland and EU (workshops).	dr Anna Sobczyk – Kolbuch
15:30 – 16:15	Marketing communication tools in tourism (lecture)	dr Anna Sobczyk – Kolbuch
16:30 – 17.15	Promotion Information features and its role in sustainable development – questionnaires and interviews as methods of gathering information (workshops)	dr Anna Sobczyk – Kolbuch



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**30th May 2012**

Hours	Thematic area	Trainer
9:00 – 9.45	Introduction – learning about each other, talking about their experiences and expectations. Volunteering, personal engagement in the social activities in my region.	mgr Joanna Mieszkowicz
10:00 – 10:45	Types of Voluntary Initiatives for Sustainable Tourism. Presenting the methods on Encouraging Green Tourism	mgr Joanna Mieszkowicz
11:00 – 11:45	Green Events – standard for the tourism friendly to the environment.	mgr Joanna Mieszkowicz
12:00 – 12:45	Step by step to sustainable development – I. Discover – the man and the environment, natural resources and how we use them, ecosystem services, working in groups on a specific event II. Estimate – our impact on the environment - greenhouse gas emissions calculators, water, impact on the development of slavery	mgr Joanna Mieszkowicz
13.15 – 14.00	Lunch break	x
14:30 – 15:15	III. Limit – how we can reduce the negative impact on the environment – brainstorming and presentation of solutions and good practices from the EU and the world	mgr Joanna Mieszkowicz
15:30 – 16:30	IV. Interact - how can I work for sustainable development at home and at work, presentation of the movie 'Story of Stuff'. Interact – how can I work for sustainable development in the local community where I live. Volunteering work in local society and volunteer tourism.	mgr Joanna Mieszkowicz



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**31<sup>st</sup> May 2012**

Hours	Thematic area	Trainer
9:00 – 9.45	Interact – Volunteering – definitions, legal considerations	mgr Joanna Mieszkowicz
10:00 – 10:45	Act – environmental volunteering	mgr Joanna Mieszkowicz
11:00 – 11:45	Volunteering in practice – checklist for planning and assessing your own voluntary initiatives	mgr Joanna Mieszkowicz
12:00 – 12:45	Volunteering in practice – forming of personal postures and ecological abilities for promoting the ecotourism and the sustainable development: <ul style="list-style-type: none"><li>• Painting the rooms, doors and storage space</li><li>• Making pots of cans</li></ul>	mgr Joanna Mieszkowicz
13.15 – 14.00	Lunch break	x
14:30 – 15:15	Summary of volunteering	mgr Joanna Mieszkowicz
15:30 – 16:15	Introducing the Global Code of Ethics for Tourism. Sustainable development – the prospects for the future in the EU and worldwide	mgr Joanna Mieszkowicz



Fundacja

Instytut Rozwoju Regionalnego i Przedsiębiorczości



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**1<sup>st</sup> June 2012**

Hours	Thematic area	Trainer
9:00 – 9.45	Case studies of Sustainable Tourism in the world part I and World Tourism Day 2011	mgr Agnieszka Czachowska
10:00 – 10:45	Humans as part of the environment and society (workshops)	mgr Agnieszka Czachowska
11:00 – 12:00	Becoming the conscious eco – tourist (workshops)	mgr Agnieszka Czachowska
12:15 – 12:45	Sustainable cities, sustainable world (mini lecture)	mgr Agnieszka Czachowska
13.15 – 14.00	Lunch break	x
14:30 – 15:15	Group work – developing ideas for voluntary work in sustainable development of tourism in my region/preserving regional inheritance (workshops)	mgr Agnieszka Czachowska
15:30 – 16:15	Case studies of Sustainable Tourism in the world part II	mgr Agnieszka Czachowska