

A CHECKLIST OF HOW TO SET UP A TOURISM LEARNING AREA

*Please use this list literally as a check list to keep you on track with the process.
Tick the boxes as you complete each activity.*

Phase I (Initiation)

- Understand the concept and definition
- Consider your needs, and the possibilities of how to apply this concept to your destination or subject area
- Do a brief informal survey to gain a preliminary profile of stakeholders, existing activities and identify the PLA boundaries (geographical area or thematic area)
- Prepare explanatory material to disseminate the Learning Area concept in your own language (stating the concept, business case, needs, etc...)
- Develop Multi level contact lists and key stakeholders
- Create awareness and interest, make contacts, disseminate material, calling for a working meeting (NB timing is important here !, ..)
- This marks the end of the initiation phase. Now the process moves towards a more collective framework, where several organisations need to cooperate.

Phase II (coordination)

- (at the working meeting ...) Identify and agree on a co-ordinating body or partner from key stakeholders
- At this stage the initiator can register their interest in setting up a Learning Area with DG Enterprise.*
- Establish a working group
- Develop a work plan, identify resources and support
- Draw up a comprehensive stakeholder lists of Learning Experience providers
- Draw up a comprehensive stakeholder list of potential Learning Experience Clients
- Draw up list of examples of learning experiences relevant to region (gap analysis, best practice)
- Develop a website as a forum and multiple market place central information point

- Develop, agree and sign a simple protocol of collaboration (open access/participation)

You will by this stage have set up your Tourism Learning Area coordination structure. The next phase involves using this structure to execute specific actions

Phase III (development)

- Draw up an in-depth regional profile
- Develop an operational framework (goals, partnership commitments, meeting schedules, events) including a list of practical activities
- At this stage the initiative can receive full recognition from DG Enterprise as being a Tourism Learning Area.*
- Monitor Learning Area Progress
- Congratulations! ... Your Learning Area is up and running ...*