

LLP-LDV-TOI-11-AT-22

# Training Content

## Culture Pilots - Marseille 2013

### **Type of training**

Non-qualifying training

### **Length**

150,5 hours (1 hour= 60 minutes)

21,5 days

Including six hours one-to-one coaching (competence assessment and job application training)

### **Target group :**

12 people hired as cultural and tourist guides by six community centers (2 persons per community centre), for at least six months, working 26 hours a week (government-subsidised contracts)

They will be unemployed and residents of the neighbourhoods in which the Centres Sociaux are located.

### **Training Objectives :**

- Strengthening the individual (self-confidence, orientation, self-reflection...)
- Empowering soft skills (communication skills, capacity of teamwork, conflict handling...);
- Developing techniques for guides city tours and culture mediation;
- Developing a guided tour of their working and living environment (community centers area)

### **Training Fields**

- Self- development
- Communication (presentation techniques, speaking in public, conflicts handling...)
- Urban Tourism
- Cultural events and art mediation

### **Training period**

Between October and December 2012

## Description of training hours (1 hours = 60 minutes)

Self-development and support in job research	Training hours		Days
	Group	1 to 1	
Individual coaching (self perception, awareness of individual abilities...)		2	
Competence assessment / job applications (Curriculum vitae, interviews...)		4	
Support and advice for job seek (job market, job profiles in tourism, contacts, ...)	7		
Self-reception/Position in the group/Group cohesion and team building	14		
<b>Total</b>	<b>21</b>	<b>6</b>	<b>4</b>
<b>Trainers/Professional stakeholders</b>			
Trainer : Anna VALENTIN			
UCS 13 : Catherine MILLELIRI et Carla RASERA (support in job research)			
National Job Agency ( <i>Pôle emploi</i> ) (support in job research)			

Communication	Training hours		Days
	Group	1 to 1	
Presentation and speaking in public techniques	14		
Management of a group, intercultural competences	7		
Conflict handling and team-work	7		
Communication in Tourism	7		
<b>Total</b>	<b>35</b>		<b>5</b>
<b>Trainers/Professional stakeholders</b>			
Trainer : Anna VALENTIN			
MP 2013: Christophe Imbert (Head Communication Manager)			

Urban tourism	Training hours		Days
	Group	Tandem	
Urban tourism and local specificities (Marseille and Bouches-du-Rhône)	4		
City tours: introduction et methodology	10,5		
City tours: self discovery, identification and analysis of the territory	10,5	4	
Development of city tours: organizing and advertising	10,5	2	
City tours test in group	12		
<b>Total</b>	<b>53,5</b>	<b>6</b>	<b>11,5</b>
<b>Trainers/Professional stakeholders</b>			
Coopérative Hôtel du Nord : Julie DE MUER, Samia CHABANI, Lucienne BRUN			
Marseille Tourisme Board: Dominique FENOLIO			

Cultural events and arts mediation	Training hours		Days
	Group	Couple	
Theoretical Introduction: culture, cultural action, cultural mediation	7		
Marseille-Provence 2013 programme presentation	7		
Arts & Culture Outreach for different audiences	14		
Intercultural dialogue	7		
<b>Total</b>	<b>35</b>		<b>5</b>
<b>Trainers/Professional stakeholders</b>			
Trainer : Laurent CUCCURULLO, Cultural and art mediation teacher			
MP 2013 : Sabine CAMERIN, Project Manager in charge of audiences			

Ce projet a été financé avec le soutien de la Commission européenne.

Cette publication (communication) n'engage que son auteur et la Commission n'est pas responsable de l'usage qui pourrait être fait des informations qui y sont contenues.

