



Erasmus+ KA2 project STORIE

Development of capacities of rural businesses to design and promote sustainable tourism products based on intangible cultural heritage

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Intellectual Output 1: STORIE Learning Programme
Activity 4: Assessment and evaluation methodology

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1. Introduction

The Erasmus+ project STORIE (2018-2020) aims to improve the competitiveness of small rural companies by developing their skills and capacities to design and promote sustainable tourism products based on intangible cultural heritage. The project will introduce an innovative Learning Programme and an online Learning Tool, will facilitate the development of local business communities and test pilot tourist experiences in partner regions.

The project will develop 3 Intellectual Outputs:

- O1 - STORIE Learning Programme
- O2 - STORIE Learning Tool
- O3 - STORIE Insights and Experiences

The activities leading to Output 1 aim to:

- Identify and exchange the best practices and methodologies for the development of skills and capacities of small rural businesses in the area of tourism product design and promotion, and cooperation,
- Analyse the training programmes previously developed by project partners,
- Adapt existing programmes to create a new, tailored programme specifically and directly aimed at filling the skills gaps of rural businesses.

There are 4 activities leading to Output 1.

Activity 4 aims to define:

- 1. Define assessment methods**
 - So that achievement of learning objectives can be evaluated
- 2. Design the methodology including assessment/ evaluation tools**
 - Checklists/ tests for the learners

2. Assessment and evaluation terms

The Assessment methodology is a tool to help one better understand what to change in order to improve a performance or a skill. The Evaluation methodology is a tool to help one better understand the steps needed to determine the level of quality of a performance or a skill. In other words:

- Assessment refers to learner performance; it helps us decide if learners are learning and where improvement in that learning is needed.
- Evaluation refers to a systematic process of determining the merit value or worth of the programme; it helps us determine if a course is effective and informs our design efforts.

The goal of this document is to **define the assessment methods** to our e-learning tool and **design the evaluation tools**, which will be used to determine our learners' level of knowledge after they finish the STORIE Learning Program.

Table 1.1. Key Differences Between Assessment and Evaluation.

Dimension of Difference	Assessment	Evaluation
Content: timing, primary purpose	<i>Formative:</i> ongoing, to improve learning	<i>Summative:</i> final, to gauge quality
Orientation: focus of measurement	<i>Process-oriented:</i> how learning is going	<i>Product-oriented:</i> what's been learned
Findings: uses thereof	<i>Diagnostic:</i> identify areas for improvement	<i>Judgmental:</i> arrive at an overall grade/score

Source: Angelo, T. & Cross, K.P. (1993).

As we can understand from the table assessment methods will be needed to improve learning process, and the evaluation tools will be used to measure the effectiveness of the program (evaluate learners at the end of the unit/course by comparing it against due standards and provide certification).

Meaningful assessment and accompanying evaluation are critical parts of the learning cycle. The transition to more accessible and flexible open online learning has given rise to both adapted and innovative assessment and evaluation tools. The “age of open” has challenged and tested traditional beliefs about teaching, learning, and assessment and continues to do so on many fronts.

As we are dealing with the online learning programme, we should select the best methods corresponding the format of the programme and the learning process. In the frame of STORIE project we need to assess the learning program, learning tool and evaluate the learners.

3. Participants of evaluation process

The **primary target group** of the STORIE Learning Programme consists of small rural companies within/related to tourism sector. **Other potential beneficiaries** include rural companies that are considering their future involvement in tourism sector or cooperate with the primary target group in developing tourism products.

The potential participants will be small rural businesses managers or employees, independent of education level, language skills and entrepreneurial experience, with basic (user-level) IT knowledge and digital competences.

In the Pedagogical Approach the learning theories and teaching types are properly described. Methodological approach foreseen is the Blended learning methodology - an effective combination of opportunities provided by the Internet and digital media and the methods of face-to-face sessions. The personal contact plays an important role, because the participants and the trainer are in continuous contact both online and face to face, and via the online learning platforms the participants can also contact the trainers, experts and interact with each other.

4. Evaluation methods and tools

The most effective evaluation is that which encourages and rewards effective teaching practices on the basis of learning outcomes. Clear learning objectives (outcomes) allow the development of learning activities and provide the basis for evaluation tests. The STORIE Curriculum defines the expected learning outcomes for the specific modules. Relevant tests will be created when the learning material is ready.

The themes that will be included in STORIE Learning Programme, based on skills needs analysis:

1. **Intangible cultural heritage in tourism**
2. **Marketing basics**

3. **E-marketing and social media**
4. **Creativity techniques**

Each theme will be divided into 5-6 smaller units, knowledge snacks, and the whole learning programme would consist of about min. 20 short learning units (about 20 hours of study time).

Structure of the learning programme has been proposed and shows that learning path consists of 3 parts and each of them has the evaluation phase:

1. **E-learning course for basic knowledge**
2. **Face-to-face session** (workshop based on Product club methodology)
3. **E-learning course for supporting new knowledge implementation**

The learner evaluation will be diverse, in order to help to absorb and to adapt new knowledge.

First stage – basic knowledge course – learner chooses the modules and after the learning process gets a multiple test online (questionnaire with 10-15 questions, choices of options and open questions, questions based on the analysis of the current situation). The test results may help form the baseline for a marketing plan for a product. Feedback about test result (a threshold for passing the test will be determined, if the participant has less than e.g. 80% he/she could take the test again until the required threshold is reached).

The learning programme is aimed at adult learners coming from small rural enterprises, that are mostly interested in increasing their knowledge and applying it in practice. To meet their needs, to encourage participation and to make the course more accessible, evaluation will mainly focus on self-assessment. The participants will be encouraged to take tests after completing the learning units, however this will be optional and aimed at the participants that would like to receive unit/ course certificates.

After finishing the chosen part of STORIE Learning Programme, Unit/Topic certificate will be issued. The results of the test will be collected online with the help of the Learning tool.

The participants that will join face-to-face session and will participate in the development of pilot tourism experiences, will be asked to submit a “homework” (best practice about one of their developed tourism product/ a case study). To prepare the case study, the learners will get a plan - logbook, according to which the work will be prepared and uploaded in the system. Training expert from project partner organisations will check this document and provide their evaluation/ feedback. Evaluation criteria based on the strategical questions will indicate the level of achievement of expected learning outcomes on personal level.

Possible questions include:

- 1) Describe the role and potential of intangible cultural heritage service/product, that you are producing
- 2) What different methods and process of product/service design and market could be used in your case?
- 3) What ways and forms of collaboration and what creativity techniques will be used in developing your product/service?
- 4) What practical tools and actions you will use in developing your marketing plan and why?
- 5) Why you think your product/service is competitive? Please name at least 3 features.

If the questions are formed according to the Online marketing strategy parts - (State of art, objectives, tools, actions, control and analysis), the prepared home work can also serve as the online marketing strategy document for the learner.

After finishing all the course, the learner will receive congratulation letter and STORIE Learning Programme Certificate about completing successfully the whole Learning Program (or Module Certificate if participants choose modules independently).

Sources:

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