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ComPass - Personnel Competence Building in the Matter of "Tourism for All/Accessible Tourism"
Project number: 2016-1-DE02-KA204-003243

BLENDED MOBILITY 3

OCT 2TH - 6TH 2017
SPAIN

Santander (CANTABRIA)



Compendium

Organizer: *Fundación Nuestra Señora Bien Aparecida (faase)*



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INTERNAL FINAL AGENDA

Erasmus+ Project „ComPass 2016“
Santander, Spain

Monday, October 2nd 2017

time	activity	Place
09:00 – 11:00	<p>Project management meeting</p> <ul style="list-style-type: none"> • Project progress <ul style="list-style-type: none"> ✓ Actual time line and activity status ✓ Difficulties to face and how to remediate them ✓ Interim Report ✓ Discussion and QuA section • Communication Activities <ul style="list-style-type: none"> ✓ Done in relation to the TPM2 and BM2 ✓ To do in relation to the TPM3 and BM3 accordingly to the Communication Strategy ✓ Discussion and QuA section • Financial management <ul style="list-style-type: none"> ✓ Actual status per 30.09.2017 ✓ Suggestions of the German NA ✓ Discussion and QuA section, especially what does it means for the next project steps and how we will/can translate these suggestions / recommendations • Agreement on the content/focus for the next mobility the 16th to the 20th of April 2018 in UK 	<p>Hotel Don Carlos C/ Duque Santo Mauro, 20 (Santander)</p> <p>T +34 942 28 00 66</p>
	Free Time	
18:00 – 19:00	<p>Opening of the Bench Meeting (Meet and Greet I)</p> <ul style="list-style-type: none"> • Presentation/introduction of adherents of the Bench Meeting • Presentation of the Meeting Agenda • Organizational hints 	Hotel Don Carlos



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Tuesday, October 3rd 2017

time	Activity	place
08:45	Meet at the hotel reception	Hotel Don Carlos
9:00	Transfer to Santillana del Mar	
10:00 – 11:30	Company visit to “Parador Gil Blas” Hotel <ul style="list-style-type: none"> • Topic "turismo sostenible: Experiencia Paradores, una fórmula de recuperación del patrimonio " <ul style="list-style-type: none"> ○ Operative manager to PARADORES net 	Parador Santillana Gil Blas Plaza Ramón Pelayo, 11, 39330 Santillana del Mar, Cantabria T +34 942 02 80 28
	Transfer by walk to City Hall	
12:00 – 13:30	Company visit “Ayuntamiento de Santillana del Mar” <ul style="list-style-type: none"> • Topic: Heritage tourism, new strategies:“ • Guide visit Torre Don Borja <ul style="list-style-type: none"> ○ "Responsible person of Santillana Tourism council 	Torre Don Borja Plaza de Ramón Pelayo, s/n, 39330 Santillana del Mar T +34 942 81 80 75
13:30 – 14:30	Lunch	
14:30 – 16:45	Free Time	
16:45 – 17:00	Meet to Transfer to Cueva Rupestre de Altamira	Santillana del Mar Parking
17:15 – 18:15	Museo Nacional de Altamira Visit <ul style="list-style-type: none"> ○ Neocueva y museo 	Museo Altamira Avenida Marcelino Sanz de Sautuola, s/n, 39330, Cantabria T +34 942 81 88 15
18:30	Transfer to Hotel (Santander)	Hotel Don Carlos



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Wednesday, October 4th 2017

time	Activity	place
08:45	Meet at the hotel reception	Hotel Don Carlos
9:00	Transfer by walk	
09:20	Welcome to the Escuela Universitaria de Turismo Altamira	Escuela Universitaria de Turismo Altamira Avenida del Faro - Pintor Eduardo Sanz, nº 6 (39012 Santander) T 942 39 81 44
09:30 – 11:00	Workshop <ul style="list-style-type: none"> • Topic "Cualificación profesional en Turismo, nuevas necesidades, nuevos estudios" <ul style="list-style-type: none"> ○ Responsible person of Escuela Universitaria Altamira 	Escuela Universitaria de Turismo Altamira
11:30 – 12:00	Coffee Break	Escuela Universitaria de Turismo Altamira
12:00 – 13:30	Workshop <ul style="list-style-type: none"> • Topic "Turismo accesible: Imserso: un modelo de turismo para la .º Edad" <ul style="list-style-type: none"> • "Responsible person of Escuela Universitaria Altamira 	Escuela Universitaria de Turismo Altamira
13:30- 15:30	Lunch	
16:00 – 17:30	Workshop <ul style="list-style-type: none"> • Topic "Turismo accesible: Experiencia de Fundación ONCE – Experiencia de ILUNION división de turismo" <ul style="list-style-type: none"> ○ "Responsible person of Fundacion ONCE 	Escuela Universitaria de Turismo Altamira
17:30	Transfer to Hotel and free time	Hotel Don Carlos



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Thursday, October 5th 2017

time	Activity	Place
08:45	Meet at the Train Station FEVE	Plaza de las Estaciones, s/n (39002 Santander) T +34 902 240 202.
9:14- 10:00	Transfer to Lièrganes Village	
10:30 – 11:30	Company visit to Rural Tourism Hotel "La Casona El Arral" <ul style="list-style-type: none"> • Presentation of the company • Topic "Rural Tourism: Valles pasiegos region " <ul style="list-style-type: none"> ○ Manager director 	Hotel Casona EL Arral Calle Convento 10, (39722 Liérganes) T +34 942 52 84 75
11:30 – 12:00	Transfer by walk to handicraft company (Cervezas Dougall's)	
12:00 – 13:30	Company visit "Cervezas Dougall's" <ul style="list-style-type: none"> • Presentation of the company • Option to buy and taste typical beer • Topic " new business in rural tourist regions" <ul style="list-style-type: none"> ○ Manager director 	Cervezas Dougall's Barrio la Vega, 51, (39727 Liérganes) T +34 942 52 89 58
14:00 – 15:30	Lunch	Bodegón Casa Daniel C/ Mercadillo, 19 (39722 Liérganes) T +34 942 52 82 89



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16:00 – 17:00	<ul style="list-style-type: none"> ○ Free time (short walk to train station) ○ Free time (short walk to train station) 	Estación de Tren FEVE de Lierganes Paseo de Velasco, s/n T +34 942 528 565
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Friday, October 6st 2017

time	activity	place
8:45	Meet at the hotel reception	Hotel Don Carlos
09:00 – 10:30	Breakfast/Open Space Discussions/Reflection by content and technical patterns <ul style="list-style-type: none"> • Topic "What have we learned" • Topic "What remains not yet discussed" • Topic "What should be improved" • Evaluation sheets and participant lists • Hand out of the participant certificates • Next steps of the project • Agreement of date and content of the mobility in Great Britain (april 2018) 	Hotel Don Carlos
	Departure of the transnational partners in accordance with the booked travel options	



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PARTICIPANTS

Company	Country
CK ATIS (travel agency)	Czech Republic
Moravian Silesian tourism	Czech Republic
Kazuist	Czech Republic
CIT GmbH	Germany
NaturApartments Stauensfließ	Germany
Jupe & Pohl GmbH	Germany
Hotel Stadt Wittstock	Germany
Shared Enterprise CIC	United Kingdom
Union Chapel	United Kingdom
Travel Without Fear	United Kingdom
VET AKMI	Greece
RADISSON BLU PARK HOTEL ATHENS	Greece
AKMI SA	Greece
EEO GROUP SA	Greece
University of Latvia	Latvia
Faase	Spain



VISITS AND WORKSHOPS

SANTILLANA DEL MAR



Medieval town with an incomparable artistic, cultural and monumental legacy. The excellent preservation of its houses, its collegiate church and numerous palaces, make this population an undisputed touristic destination of Cantabria and northern Spain



PARADOR GIL BLAS

Plaza Ramón Pelayo, 11, 39330 Santillana del Mar, Cantabria | santillanagb@parador.es

We are welcomed by the Parador's director, Mr. Jose Carlos Campos Regalado, to explain the Paradores Model

Mission: "Paradores is an instrument for tourism policy, which projects the image of quality of our tourism abroad and contributing to the integration territorial, to Retrieve and maintenance of the Historical-Artistic Patrimony of our country and the preservation and enjoyment of natural areas, while being the engine of all the shares dynamizing areas with reduced tourist economi. "



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View: "The goal of Paradores is to become a network of hospitality that offers a vice comprehensive, differentiated, accessible and personalized quality, committed to natural, economic and historical environment, with which aims to enhance the image of tourism attached to a development sustainable".



Paradores, since its conception, has tried to show as a showcase for traditions, the rich architecture and art of our country, promoting tourism and cultural diffusion. I saw jar by Paradores is therefore also know the culture or Spain.

Paradores de Turismo has a valuable historical-artistic heritage, perhaps the most important in the hands of a hotel chain throughout the world.

In 1928 the first hotel of Paradores was inaugurated: Parador de Turismo de Gredos, starting point of the creation of the Paradores de España network; whose objective was to create a hotel structure, nonexistent at that time in our country, in whose establishments hikers and travelers would be lodged, while at the same time improving the international image of Spain. The thirty seats with which Paradores de Turismo began have become more than 10,000 and the establishments total a total of 95.

On January 18, 1991, the public limited company "Paradores de Turismo de España, SA" was incorporated and its sole shareholder is the General Directorate of State Assets.

At present, more than 4,000 professionals work at Paradores.. Hotels have have an average of 65 rooms, dimensions that allow a personaliozed relationship and higher quality benefits to customers. They have hotels in all the Spain Comunidades Autónomas (except Baleares),

Paradores de Turismo is the leading hotel chain in cultural tourism and natural and za. Thus, in addition to having establishments in nine cities named Word Heritage, more than half of the Paradores Network are located in monumental places, and many allow you to stay in national parks and the most interesting natural areas of Spain.

AYUNTAMIENTO DE SANTILLANA DEL MAR

Plaza Ramón Pelayo, s/n, 39330 Santillana del Mar, Cantabria | turismo@aytosantillana.org



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It receives and welcomes the V illa, the r esponsible of the Department of Tourism of the City of Santillana del Mar, Maria Luz Muñoz.

Then the project **Smart Tourist Destination of Santillana del Mar** is presented by D. Héctor Traspuesto Gil, Manager Director - COO, Amio Ingenieros

Intelligent Tourist Destinations project (DTI) was born and is officially recognized in Spain, through the National Comprehensive Tourism Plan, (approved by the Council of Ministers in June 2012) combining the concepts of sustainability, knowledge and innovation and technology around the tourist destinations, the point of arrival of all visitors.

The definition that was agreed was the following:

An innovative space, accessible to all, consolidated on cutting-edge technology, which guarantees the sustainable development of the territory, facilitates the interaction and integration of the visitor with the environment, and increases the quality of your visit to the destination.

Source: SEGITTUR

A smart tourist destination is based on four main axes:

- Innovation

Internal innovative management and external approaches that result in significant improvements oriented to the activities before, during and after the stay at the destination, through the implementation of innovation management tools, competitive intelligence being one of them.

- Technology

Through the incorporation of technologies (information, communication, energy improvement, etc.) and technological surveillance that allow the use and application of data and content about markets, customers and products, an increase in efficiency is pursued. and the efficiency of the processes and services of the destination.

- Accessibility

Universal accessibility and universal design as a way to add value to all the initiatives developed by the interested parties. It extends to the entire value chain of tourism: buildings, services, personnel training, transport, environments, web access, among others.

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- Sustainability

Sustainability includes the rational and efficient management of resources (environmental), the quality of life of tourists and residents (sociocultural) and business competitiveness linked to the economic vector.

The benefits which are obtained by converting a smart destination are multiple. While the challenge of tourism development is global, the strategies to achieve it intelligently are local and depend on each destination according to its characteristics, context, needs and priorities.

The decision to become an intelligent tourist destination implies the establishment of a strategy of revaluation of the destination that allows to increase its competitiveness, through a better use of its attractions, the creation of other innovative resources and the improvement in the efficiency of the services that finally drives sustainable development and facilitate the interaction of the visitor with the destination.

The project in the context of the municipality

The municipality of Santillana del Mar, is developing a **Master Plan** in the field of **smart tourist destinations**, allowing implement solutions in technology to meet the priorities of the municipality in various areas related to the incorporation of intelligent services, and to generate a model of intelligent tourist destination.

This model, which is in its phase of **implantation** in the municipality, it will allow to evolve from the current situation, to a level in which intensive use is made of the solutions and services that exist in the surroundings of the Intelligent Tourist Destinations (hereinafter DTI), placing the municipality as a national benchmark in the development of these initiatives.

Santillana has specific characteristics, which generate an ideal environment for the development of a project of these characteristics:

- It has a high tourist component with a multitude of sites of national and international relevance (historic center of the town, prehistoric cave of Santillana, Romanesque collegiate church, etc.).
- It is one of the municipalities with the greatest impact at a tourist level in the region.
- It belongs to the select club of the "Most beautiful villages in Spain".
- The economy is driven by a mixture of all sectors, which is excellent to look for models of sustainability and resistance to conjunctures and, at the same time, creates a model of relationships and complex management

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- The municipality is growing in all the relevant and positive parameters, which is why it has tremendous potential for taking advantage of the advantages obtained from the implementation of a DTI model.

To all the above, municipal managers committed to the pursuit of excellence and the generation of ideal conditions to stimulate and enhance these axes of development are added.

The project that is undertaken will act on the four axes that define a DTI, with the objective of laying the foundations to define a DTI Master Plan for Santillana del Mar.

In order to achieve the mission, vision and principles associated with the ITD model that it intends to promote, the strategic lines and objectives must be defined in order to develop the concrete initiatives and verify the levels of impact and results that will be obtained through their execution.

Therefore, in June 2016, the Santillana del Mar Master Plan was presented as an intelligent tourist destination, which contains the operational and communication strategy of the project that will lead Santillana del Mar to become the **first smart destination Cantabria**.

DTI initiatives identified in the Master Plan

The project Santillana del Mar Destino Turístico Inteligente must become the perfect tool for management and support for the achievement of the challenges and objectives defined, among others, in the municipality's tourism excellence program. These challenges have been the starting point for the analysis carried out, for the elaboration of the different work programs of each of the areas involved, and also, to be able to identify the DTI initiatives that best suit the philosophy of such objectives and, therefore, become strategic elements to achieve the proposed goals.

The Municipal Plan of Tourism Excellence of the municipality has been taken into account, due to its special relevance. Likewise, they have been identified, as a consequence of the fieldwork carried out during the diagnostic phase for the preparation of the Master Plan, the **following DTI initiatives as the most appropriate** to achieve the challenges and objectives of becoming a DTI, to serve as municipal management tools and, above all, as tools that help **improve the quality of the service offered to tourists (regular and seasonal) of Santillana del Mar before, during and after their trips:**

1. Wireless connectivity
2. Web portal of tourism of Santillana del Mar.
3. Citizen laboratory "Santillana accessible".
4. Intelligent management of waste.



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5. Commerce connected.
6. Smart defibrillators
7. Mobility of tourists with motor disabilities.
8. Platform "Santillana improves with you".
9. Participation in national and international initiatives.
10. Study of tourist flows.
11. Intelligent conservation of the historical heritage of the municipality.
12. Smart metric system for environment and sustainability.
13. Santillana del Mar Guide
14. Reservation center.

Priority DTI initiatives

Of the 14 DTI initiatives identified during the period of diagnosis, and once each of them is subject to evaluation according to the defined variables of **impact on the perception of tourist satisfaction and ease of implementation**, it turns out that **4 are the DTI initiatives that should be prioritized in the short term within the Santillana del Mar Smart Tourist Destination project:**

- **AXIS 1: Innovation**

- Platform "Santillana improves with you".

- **AXIS 2: Technology**

- Wireless connectivity; implementation of a social WiFi network in the historic center of the municipality and improvement of the quality of wireless connectivity throughout the municipality.
- New tourism website of Santillana del Mar.

- **AXIS 3: Accessibility**

- Santillana Intelligent Integrated Space, in collaboration with the National Center for New Technologies for Accessibility (CENTAC).



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CUEVA-MUSEO DE ALTAMIRA

Avenida Marcelino Sanz de Sautuola, s/n, 39330, Cantabria | www.museodealtamira.es

To the cave of Altamira corresponds the privilege of being the first place in the world in which the existence of Upper Palaeolithic Rock Art was identified. Altamira was also a singular discovery quality, superb conservation and freshness of its pigments.

The cave of Altamira is the maximum representation of the creative spirit of man. It Presents an art in degree of excellence. Artistic techniques (drawing, painting, print-making), the lie tried to shape and use of the support, large formats and three-dimensionality, naturalism, abstraction and symbolism, everything is already in Altamira.



Bison, horses, deer, hands and mysterious signs were painted or engraved over the millennia in which the Altamira cave was inhabited between 36,000 and 13,000 years before present.

ESCUELA UNIVERSITARIA DE TURISMO ALTAMIRA

euturismoaltamira.com

It receives its director, D. Angel Herrero Crespo, who presents the institution

The University of Cantabria is a young, dynamic and modern public university, whose main objective is to contribute to the progress of society through its commitment to teaching and scientific excellence. Within the Spanish University System, It ranks fourth in terms of teaching and **research**.



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His concern for constant improvement has allowed him to become one of the nine Campus International Excellence **Spain**, receiving the highest rating.

Among those assigned to the UC centers **University School of Tourism Altamira**, is leading more than 50 years teaching in higher education Tourism **Santander**. **With** more than 2000 **graduates**, many of whom develop positions in companies and Spanish and foreign institutions.



Escuela Universitaria
de **Turismo**
ALTAMIRA

The EUTA is a National reference university center in the field of Tourism, both at the academic and business levels. It maintains a firm commitment for excellence in teaching and **research**, the internationalization of their students and their adequate preparation for a **world of work** in constant evolution.

Workshop: CUALIFICACIÓN PROFESIONAL DE TURISMO

Dña. Cristina Torre Balseiro. Profesora titular, responsable de relaciones exteriores EUTA

Encuentro ComPass «Transferencia de experiencias en la construcción de competencias personales en materia de «Turismo para todos / turismo accesible»



Escuela Universitaria
de **Turismo**
ALTAMIRA

PRESENTACIÓN GRADO OFICIAL EN GESTIÓN HOTELERA Y TURÍSTICA

www.euturismoaltamira.com



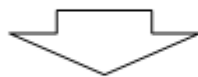
- **Reasons to Study the degree of hotel and tourist management**
- **Where can I work?**
- **What competences and values are developed?**
- **How is the curriculum?**
- **Where is it studied ?**
- **How is it studied?**
- **How is it learned?**



Why to study the degree of Hotel and Tourist Management?

TOURISM: A RISING SECTOR

- ❑ **International Tourism** in 2016: **1.235** millions of tourists.
- ❑ The **Spanish Tourist Industry** is the **third** most powerful of the world for number of visitors and the second one for income.
- ❑ Contribution to the GDP (: **11,2%**, in **Cantabria** and in **Spain**).
- ❑ **Record of foreign visitors**, 75,3 millions.



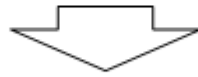
100.000 new employees
The Tourist Activity grows **4,9%**





Why to study the degree of Hotel and Tourist Management?

- ❑ **The tourism** is in permanent evolution, both in management techniques and in bussines and social demands.
- ❑ **Demand of highly qualified professionals**, who know the most innovative management techniques.



NEW DEGREE OF HOTEL AND TOURIST MANAGEMENT

More specialized of hotel and tourist management

Multidisciplinary perspective

Focused on executives and managerial positions



Why to study the degree of Hotel and Tourist Management?





Where can I work?



Where can I work?

☐ **Positions of responsibility** within the **accommodation** and **catering companies:**

- Direction and Administration
- *Front-of-House Operations Manager*
- Human Resources
- Strategic Planning
- Marketing and Sales
- Quality Management
- Event Management
- Director de Explotación





Where can I work?

- Direction and management positions in intermediation companies** (tour-operators, travel agencies, ..).



- Planning and management of tourist destinations.**



- Public Administration** linked to the services sector and specially to he **Tourism.**



Where can I work?

- Transport and logistics.**



- Organization of **events** and **congresses.**

- Technical and legal **consultancy** in the field of tourism.



- Functions of a **community manager** and **online communication.**



- Teaching and Reseach career.



What competences and values are developed?

- Skills in interpersonal relations
- Vocation of service and customer service
- Flexibility and dynamism
- International and intercultural projection



How is the curriculum?

Area of Social and Juridical Sciences

Total credits	240
Basic Credits	60
Obligatorios	126
Optionals	36
External practices	12
Final degree Project	6



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How is the curriculum?

PRIMER CURSO

PRIMER CUATRIMESTRE

ASIGNATURA	ECTS	TIPO
Economía Mundial y Turismo	6	Básico
Informática Aplicada a la Gestión de Empresas Turísticas	6	Básico
Geografía del Turismo	6	Básico
Lengua Extranjera I (Inglés)	6	Básico
Organización de Empresas Turísticas	6	Básico

SEGUNDO CUATRIMESTRE

ASIGNATURA	ECTS	TIPO
Contabilidad Financiera	6	Básico
Fundamentos de Marketing en Empresas Turísticas	6	Básico
Estadística Aplicada a Turismo	6	Básico
Habilidades, Valores y Competencias Transversales en Hostelería y Turismo	6	Básico
Introducción al Derecho	6	Básico



Where is it studied?





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Where is it studied?





How is it learned?

Practices since the first course

Curricular Practices (Plan de Estudios)

- Obligatory Practices (12 ECTS)
- Optional Practices (12 ECTS)



Extracurricular Practices

DIRECT CONTACT WITH
PROFESIONAL BUSINESS



How is it learned?

International Projection

Solid Language Training

Erasmus+ Mobility

- United Kingdom
- France
- Germany
- Italy
- Belgium

International Practices





How is it learned?

Complementary activities

- Conferences
- Technical Visits
- International travel



How is it learned?

Complementary activities

- Conferences
- Technical Visits
- International travel





PRESENTACIÓN PRÁCTICAS DE GRADO EN GESTIÓN HOTELERA Y TURÍSTICA

Encuentro ComPass «Transferencia de experiencias en la construcción de
competencias personales en materia de «Turismo para todos / turismo accesible



LEGAL FRAMEWORK

Real Decreto 592/2014, of July 11, which
regulates the external academic practices of
university students.



LEGAL FRAMEWORK

University Student Statute, approved by Royal Decree 1791/2010, of 30 December, Article 8 recognizes the right of students from grade to "have the possibility of carrying out practices, **curricular or extracurricular**, which may be made in entities external and in the centers, structures or services of the University, according to the modality envisaged and guaranteeing that they serve the formative purpose of the same ones "

12/11/2017

Mª Cristina Torre Balseiro

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LEGAL FRAMEWORK

- Modalities of external academic practices
 - a) Curricular internship
 - b) Extracurricular internship

12/11/2017

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Curricular Internship

- **Curricular** internship are configured as members of academic activities curriculum concerned :
 - 3º de Grado – Elective Practices 12 credits
 - 4º de Grado – **Compulsory Practices 12 credits**

12/11/2017

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Extra-curricular Internship

- Those that students can perform on a voluntary basis during their training and who, having the same purposes as curriculum practices, they are not part of the relevant curriculum

12/11/2017

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INTERNSHIP PLAN

- Duration and hours of internship.
- The training project. (PURPOSE)
- Agreements of Educational Cooperation.
- Recipients of the practices and requirements for its realization
- Rights and duties of trainees
- Tutorials
- Rights and duties of the tutor of the collaborating entity
- Rights and duties of the academic tutor of the university
- **Evaluation: Memory of internship, Time and Activity Control and Evaluation Company**

12/11/2017

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Offer, dissemination and award of external internship

- a) Name or business name of the collaborating entity where the practice will be carried out.
- b) Center, locality and address where they will take place.
- c) Dates of beginning and end of the practices as well as their duration in hours.
- d) Number of daily hours of dedication or day and assigned schedule.
- e) Training project, activities and competences to be developed.

12/11/2017

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Workshops and Courses

- To participate in the operations that protect the Agreements signed with both the **Department of Innovation, Industry, Tourism and Trade (DGT)** and **Santander City Council** is essential to take and pass the **Workshop Visitor Services**

Failure to pass the follow-up test means that they can not participate in the operations of these organizations
95 % of those who attend regularly pass it

12/11/2017

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Communications

- Virtual classroom
- Main Hall Advertisement Board EUTA
- E-mail / telephone to each student

12/11/2017

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Summer Operating Government Cantabria



12/11/2017

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Summer Operating Government Cantabria



12/11/2017

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Collaboration Agreements

- Collaboration Agreements
 - List of Companies / Institutions
- Agreement on Educational Cooperation

12/11/2017

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Fairs, Workshop ...

- Once they have been taken and passed Tourist Information Practices, the assignment to fairs is done by a scale of grades beginning with the higher courses
- The choice of a body or another for the realization of tourist information practices does not influence the assignment of performances in fairs and special events, as long as the tourist information practices are carried out within the CCAA of Cantabria.

12/11/2017

M^a Cristina Torre Balseiro

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Internship Department

- Personalized attention

12/11/2017

M^a Cristina Torre Balseiro

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Workshop: **TURISMO ACCESIBLE-IMSERO**

Dña. Ana Isabel Palazuelos. Directora Zona Cantabria Halcón Viajes



IMSERO. PROMOTION OF ACTIVE AGING PROGRAM

Ana Isabel Palazuelos
Halcon Viajes- Globalia Director



¿What is Imserso?



- The **Institute for the elderly and social services (IMSERSO)** is one of the management entities from Spanish Social Security responsible for the procurement of supplementary social services to the Social security system, in terms of elderly and persons in dependency situation.
- The complementary social services to the benefits of the Social Security System include **social tourism or travels for elderly people and social thermalism holidays or stays of elderly people at spas.**

➤Program Description.

The program is part of the competences which has Imserso attributed and **its main line of action is aimed at ensuring a retirement and healthy aging.**

This program runs since 1985 and each year more users enjoy it since one of its keys has been to achieve high quality standards and high rates of satisfaction.



➤ Program Goals

- **Improve the quality of life of elderly people** through participation in travels and realization of touristic activities, connecting with other environments and accessing to cultural heritage activities.
- **Promote the creation or preservation of employment in the tourism sector** with special emphasis on the hotel industry, during the so-called low season thereby contributing to palliate seasonality so characteristic at this sector
- **Enhance the economic activity in various sectors of the economy**

➤ Program Users

- ✓ Retirement pensioners from the Spanish Public System of Pensions
 - ✓ Widowhood pensioners with 55 or more years old
 - ✓ Recipient of unemployment benefits with 60 years old or older
 - ✓ Holders or beneficiaries from the Social Security System with equal to or greater than 65 years old
-
- They can be accompanied by their spouse without that he/she meets the age requirements or a child of any age but disabled to a degree equal to or greater than 45%, sharing always the same room.



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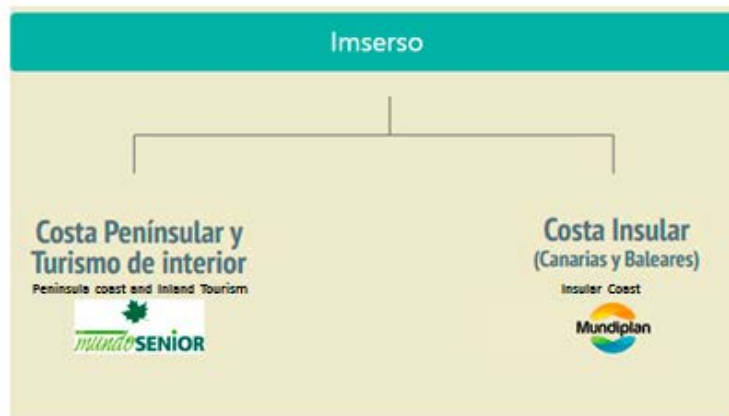
➤ Program Implementation

- Organized and partially funded by the Ministry of health.
- Execution is carried out through companies from the tourism sector (touroperators) that have been awarded from the public contest which has been summoned, providing services that conform to those laid down in the specifications.

Last two years:  mundo SENIOR
www.mundosenior.es



➤ Program Development





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• **MUNDORED – Peninsular coast**

- Andalucía,
- Región de Murcia
- Comunidad Valenciana
- Cataluña

• **Inland Tourism**

- Circuitos culturales
- Turismo de naturaleza
- Capitales de provincia
- Ceuta y Melilla

• **MUNDIPLAN- Insular Coast**

- Baleares
- Canarias



The Inland tourism development areas are developed throughout all over Spain





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➤ Program Services

- Roundtrip travel from the provincial capital, except naturally for the non-transport stays
- Full board accommodation in double room (possibility of individual room subject to surcharge and availability)
- Supplementary health care to Social security
- Leisure and free time activities
- Given their features on Nature tourism and tours, medical services and animation programs are not included

2016 SEASON - FIGURES

Hotel beds offered by destinations

COMUNIDADES AUTÓNOMAS	Nº DE PERSONAS
Andalucía	237.287
Murcia	30.116
Baleares	231.262
Canarias	144.492
Cataluña	148.014
C. Valenciana	213.750
Viajes Culturales	104.169
Turismo Naturaleza	32.197
Capitales de provincia	10.000
Ciudades autónomas de Ceuta y Melilla	1.100
TOTAL	1.132.387



Program authorized users

COMUNIDADES AUTÓNOMAS	NÚMERO DE PERSONAS
Andalucía	458.156
Aragón	124.927
Asturias	116.865
Canarias	106.780
Cantabria	48.044
Castilla-La Mancha	112.308
Castilla-León	190.991
Cataluña	640.923
Ceuta	2.074
Comunidad Valenciana	363.288
Extremadura	70.762
Galicia	195.947
Islas Baleares	74.455
La Rioja	26.109
Madrid	464.633
Melilla	2.011
Murcia	61.872
Navarra	53.852
País Vasco	207.625
TOTAL	3.374.158

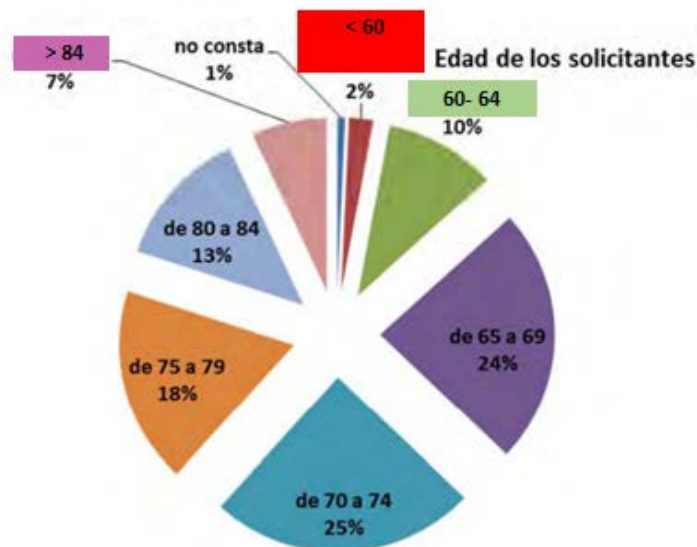


➤ Sale

- Selling is made through the travel agencies, approximately 8,000 points of sale. In addition, the user can get his/her reservation via the Internet.
- .

www.mundosenior.es and www.mundiplan.es

➤ Authorized users age





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➤ **Sale**

- Every year the beginning of the campaign is by communities. Year 2017:

	CATALUÑA- ASTURIAS-GALICIA- LA RIOJA-PAIS VASCO.	ANDALUCIA-CANTABRIA- BALEARES-CANARIAS- CASTILLA LA MANCHA- COMUNIDAD VALENCIANA- NAVARRA	MADRID-ARAGON- CASTILLA Y LEON-CEUTA- EXTRAMADURA-MELILLA- MURCIA
Authorized users	15 Y 16 SEPTIEMBRE	18 Y 19 SEPTIEMBRE	20 Y 21 SEPTIEMBRE
Additional Trips	18 SEPTIEMBRE	20 SEPTIEMBRE	22 SEPTIEMBRE

PROGRAMA DE TURISMO DEL IMSERSO PREVISIÓN DE PRECIOS PARA LA TEMPORADA 2017/2018

Zona Costera Peninsular: Andalucía, Cataluña, Murcia y C. Valenciana con transporte	Temporada Baja	Temporada Alta	Turismo Interior	Temporada única
Estancias 8 días (7 noches)	168,70 €	206,30 €	Circuitos 7 días (6 noches)	289,10 €
Estancias 10 días (9 noches)	216,10 €	260,20 €	Circuitos 6 días (5 noches)	262,70 €
Estancias 15 días (14 noches)	313,20 €	371,20 €	Circuitos 5 días (4 noches)	224,60 €
Zona Costera Peninsular: Andalucía, Cataluña, Murcia y C. Valenciana sin transporte	Temporada Baja	Temporada Alta	T. Naturaleza 5 días (4 noches)	258,00 €
Estancias 8 días (7 noches)	144,00 €	188,80 €	T. Naturaleza 4 días (3 noches)	203,30 €
Estancias 10 días (9 noches)	177,40 €	227,70 €	Capitales de Provincia 4 días (3 noches)	111,80 €
Estancias 15 días (14 noches)	255,10 €	317,20 €	Capitales de Provincia 3 días (2 noches)	92,50 €
			Ceuta y Melilla 4 días (3 noches)	233,70 €



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Zona Costera Insular: Illes Balears con transporte	Temporada Baja	Temporada Alta	Zona Costera Insular: Canarias con transporte	Temporada única
Estancias 8 días (7 noches)	185,70 €	240,30 €	Estancias 8 días (7 noches)	319,20 €
Estancias 10 días (9 noches)	237,40 €	298,60 €	Estancias 10 días (9 noches)	393,60 €
Estancias 15 días (14 noches)	328,00 €	403,10 €	Estancias 15 días (14 noches)	560,80 €
			Viajes combinados 15 días (14 noches)	595,30 €
Zona Costera Insular: Illes Balears sin transporte	Temporada Baja	Temporada Alta	Zona Costera Insular: Canarias sin transporte	Temporada única
Estancias 8 días (7 noches)	144,00 €	188,80 €	Estancias 8 días (7 noches)	188,80 €
Estancias 10 días (9 noches)	177,40 €	227,70 €	Estancias 10 días (9 noches)	227,70 €

These prices include:

Stay: shared double room. Individual use surcharge per night: 15 Euros Peninsula and Balearic Islands, 17 Euros Canary Islands and 19 Euros inland tourism.

Full board except for trips to Province Capitals where there is half board basis

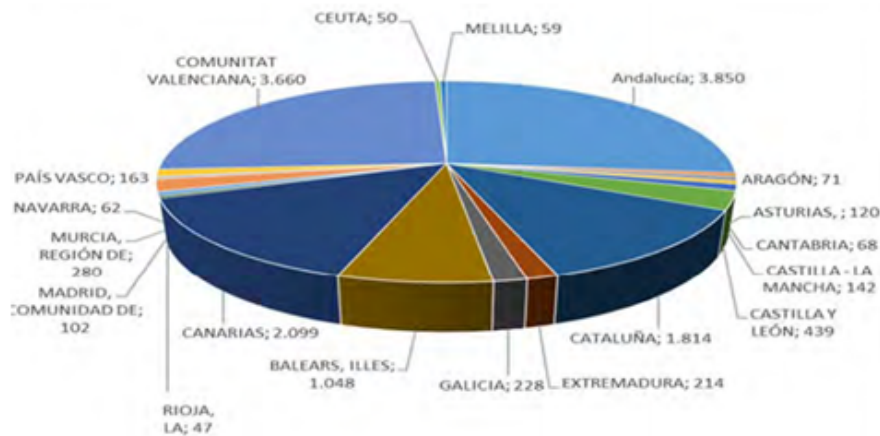
Transportation, except for the modalities without it, and trips to Province Capitals

Low season: Peninsula and Balearic Islands between 1-17 December and 1-31 January. **High season:** The rest of the dates and destinies.

	Travel Agency Deposit (commission)	Reservation Deposit	Total amount paid by the client
Costa Peninsular en temporada baja con o sin transporte	12€	13€	25€
Costa Peninsular en temporada alta con o sin transporte	12€	28€	40€
Circuito Culturales	12€	28€	40€
Turismo de Naturales	12€	28€	40€
Ceuta y Melilla	12€	28€	40€
Capitales de provincia	12€	6€	18€
Baleares en temporada baja con o sin transporte	12€	13€	25€
Baleares en temporada alta con transporte	12€	28€	40€
Baleares en temporada alta sin transporte	12€	13€	25€
Canarias con transporte	12€	28€	40€
Canarias sin transporte	12€	13€	25€



➤ Hotels Jobs



If we add to the direct employment created at the hotels, the added employment generated in other activities from the tourism sector, the Program generates 72.574 job positions.

➤ Social Thermalism Program

- The hydrotherapy program was created in 1989, responding to the demands of elderly people to receive recuperative treatment in the specialized spas
- Amending the requirements of access lowering the age to 55 years old in the event of widowhood for example
- The reason is justified in that the use of thermal cure, has a double interest for the elderly since it avoids other more harmful treatments and helps rehabilitate and restore functions.



➤ Requirements

- ✓ Do not suffer alterations in behavior that can alter the normal coexistence in establishments or suffering from communicable disease at risk of contagion
- ✓ To be able to fend for itself to perform the basic activities of daily living
- ✓ Need the requested thermal treatments and have no medical contraindication to receipt them
- ✓ Reach, in accordance with the established scale, the score to allow authorized users access to one of the spas and shifts requested

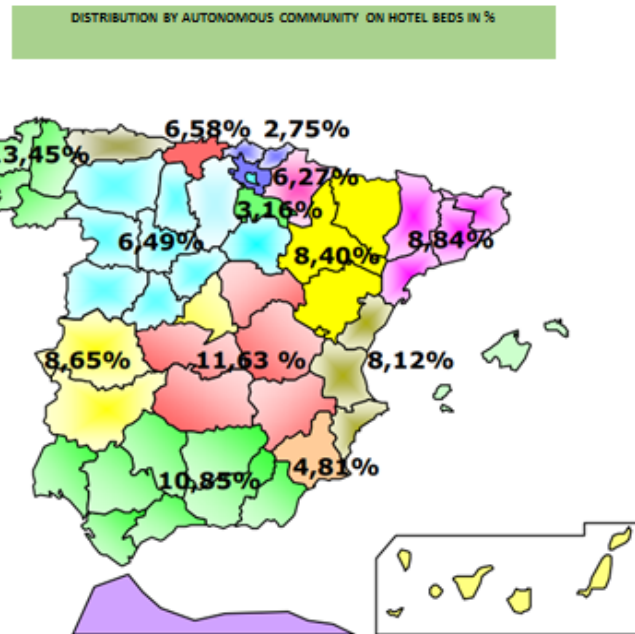
➤ Requirements

Imseriso is who sets up directly with spas, the reservation of hotel beds for the program's users.

The real number of hotel beds put at the disposal of users rised in 2016 at a total amount of 196.494 hotel beds at a total of 98 thermal stations working throughout the year

The final price for users by hotel bed and shift on 2016 season was included among the following amounts:

- The 12-day shift : Among 245,90 Euros to 471,80 Euros
- The 10-day shift: Among 203,60 Euros to 387,00 Euros



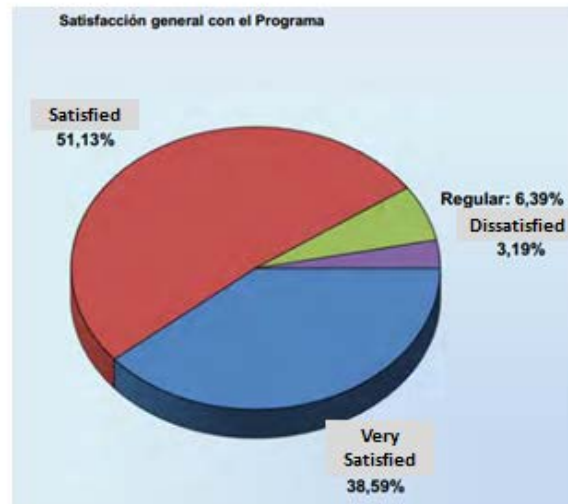
➤ Social thermalism Program Goal

- To facilitate the access of the pensioners from the Social Security System to the treatments that the spas offer to the persons from this collective required on medical prescription at discounted prices, with the aim that the thermal treatment can act on a preventive, curative way and rehabilitation of chronic states of the patients contributing to improve their quality of life.
- To promote the economic development of the areas in which the spas are established, contributing to the creation and maintenance of employment facilitating, likewise, the improvement and modernization of the infrastructures and the facilities of these centers and allowing the professionalization and specialization of the personnel that provide their services in the establishments.



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GENERAL PROGRAM ASSESMENT BY THE USERS





Co-funded by the
Erasmus+ Programme
of the European Union



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Workshop: TURISMO ACCESIBLE-FUNDACION ONCE

Dña. Esperanza Fernandez Martinez. Consultora laboral Fundación Inserta-Grupo Once



PRESENTACIÓN INSERTA, FUNDACIÓN ONCE E ILUNION

ESCUELA DE TURISMO, SANTANDER
4 DE OCTUBRE DE 2017



VOCACIÓN SOCIAL | SOCIAL COMMITMENT



2



LA ONCE Y SU FUNDACIÓN

La **ONCE** (Organización Nacional de Ciegos Españoles) y la **Fundación ONCE** para la Cooperación e Inclusión Social de Personas con Discapacidad, seek:

- Achieve **personal autonomy and full integration partner I** of affiliated persons (blindness and severe visual impairment) by **providing specialized social services**
- Perform a work of **solidarity with other people with disabilities** through **training, employment and shares universal accessibility**

Under strict principles of integrity and transparency.

It manages responsible play and adds and multiplies the contributions from the European Social Fund (FSE).

11 ethical Values: Communication. Solidarity. Confidentiality. Equity. Trust. Honesty. Humility. Respect. Commitment. Professionalism. Responsibility.



Inserta



talento

3

INSERTA AND PEOPLE WITH DISABILITIES

- We are leaders in the selection of professionals with disabilities
- We have more than 25 years of experience in the sector
- We offer to people with disabilities:

Orientation, Training and Presentation to selection





INSERTA AND COMPANIES

- ❑ We bring **profitability** to businesses, providing the best professionals with disabilities in the workplace
- ❑ Improving positioning as a **socially responsible company** (CSR)
- ❑ Informing of **economic and fiscal incentives**
- ❑ Improving **work environment**, hiring a worker with a high degree of **professional commitment and desire to excellence**.



Inserta
empleo POR TALENTO

Entity of Fundación ONCE for the training and employment of people with disabilities

We are a expert team in labour guidance and employment for people with disabilities, spread over 33 offices throughout Spain.

Recognized as Placement Agency.

Our employment platform for people with disabilities :

www.portalento.es
(VIDEO EN INGLÉS)





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FUNDACIÓN ONCE: ACCESSIBILITY

Its mission is to promote **Design for All** and thus achieve **universal accessibility** as essential for equal opportunities for people with disabilities condition

Universal Accessibility division organizes its management structure into **three areas**

- **Accessibility to the physical environment.**
- **Culture and leisure.**
- **New technologies.**

Publicaciones section: agreements with public and private entities. Available on your website

Ex. Accessible Tourism with the World Tourism Organization (UNWTO)

TIC Accessibility Observatory:

organizes conferences like the **International Conference on Technology and Tourism for all people of the ONCE Foundation**, held in Malaga 27 to 29 September 2017.



OBSERVATORY OF UNIVERSAL ACCESSIBILITY OF TOURISM IN SPAIN (I)

By the Observatory of Universal Accessibility in Tourism in Spain 2017, ONCE Foundation has conducted an analysis of the supply and demand of tourism for all people, as well as a diagnosis of the state of accessibility in infrastructure, tourism products and services, with the purpose of serving as a tool when planning aspects of improvement based on the current state of the matter.

For the preparation of the work, 57 destinations, 4,000 hotels and 40,000 restaurants have been analyzed, as well as tourist offices, websites and beaches. It has also interviewed about 1,000 users and managers.

Some conclusions:

- Misalignment between the perception of accessibility that the tourism sector has of itself and what it means to be really an accessible space for a person with any disability.

"Their perception of the accessibility they offer does not match the real needs of people with disabilities"

(Jesús Hernández Galán, Dir. Accesibilidad- Fundación ONCE)





OBSERVATORY OF UNIVERSAL ACCESSIBILITY OF TOURISM IN SPAIN (II)

- Thus, of the more than 4,000 hotels selected about 1,500 claim to be "wheelchair friendly". But the study warns that the staff does not have the proper training, the reception is not accessible and that 40% do not have an adapted room. The same happens in the case of restaurants, tourist offices, beaches or tourist routes
- More than half of the companies high or very high consider the economic cost of improving accessibility in their facilities or services, justifying it with "alleged" lack of effective demand, although this argument contrast in turn with the perception that accessibility benefits all users.
- Lack of knowledge about universal accessibility and attention to tourists with disabilities (30%), and lack of information or the complexity of the regulatory requirements of accessibility (28%).
- 56% said they had incorporated a policy or commitment regarding people with disabilities, 11% said they had a person responsible for universal accessibility in the establishment and 10% said they had hired people with disabilities. Equally 8 out of 10 claim to know the accessibility legislation for their establishment or service and 1 in 10 has a certificate or badge of accessibility

Obstacle:

- The sector identifies accessibility only with urban planning
- Lack of advisory or awareness-raising actions targeting the private sector
- Most do not know the actions of labor integration of people with disabilities in tourism



OBSERVATORY OF UNIVERSAL ACCESSIBILITY OF TOURISM IN SPAIN (III)

"Tourism service managers are not convinced that people with disabilities and special needs are a potential niche market for business"



But in the report on 'travel behavior in the past two years' it concludes that there is no significant difference between the number of trips made in the last 24 months for people with disabilities or special needs (7 trips) and people without needs special (8 trips).



And in expenditure analysis done on the last trip we reach another "very enlightening" conclusion: the average spending by tourists with disabilities and special needs (€ 813.65 on average) was significantly higher than the disbursement by people without special needs (€ 637.60).



EQUAL TRAVEL AND 30% MORE EXPENSES





ILUNION

ILUNION is a competitive business group that focuses on diversifying its activities to be present mainly in **employment generating sectors for people with disabilities** on the maximum to ensure **social sustainability** in the context of an economically global market

ILUNION offers global solutions to the market. Its activity is developed in more than 50 lines of business organized in 5 divisions:

- Business & Facility Services
- Health –social care
- Consultancy
- Tourism
- Commercialization.

It works all over the country and has 479 workplaces, 50% of them **Sheltered Employment Centers (CEE)**

The workforce is more than 33,000 workers, with **almost 38% people with disabilities**



Inserta



talento

11

ILUNION: TOURISM DIVISION

- **ILUNION Hotels** is the **only hotel chain in the world certified in Universal Accessibility**. They have 28 hotel establishments of four stars distributed between the main Spanish cities and with holiday hotels located in first line of beach including resorts. Ex. Somos héroes, Spartan Race.
- **ILUNION Catering by Maher** is a project that emerges from the alliance between ILUNION Hotels and Maher Restoration. He has more than 27 years of experience in organizing corporate and family events
- In Madrid, we have a **sports club and entertainment** that offers extensive landscaped areas, catering services and sports facilities



Inserta



talento

12



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LIÉRGANES



Liérganes can enjoy an excellent set of barroque and neoclassical buildings; mountain mansions and palaces ; churches, chapels, hermitages, bridges and mills.

A privileged place for tourism rural that has the distinction of "most beautiful vil-lages of Spain"





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CASONA EL ARRAL

Calle Convento 10, 39727 Liérganes, Cantabria | info@casonaelarral.com



We are welcomed by the owners of the establishment, Ines and Gabriel Cabañas, who show us the facilities and the unique history of the building, originally a convent school set up by the grandmother of the current owners.

The hotel belongs to the Tourism Quality Club of Cantabria and has the highest category in Rural Tourism: "Casonas y Palacios" equivalent to a 3-star hotel.

Account with tourism mainly Spanish and of Great Britain (coming from the weekly Ferry that arrives in Santander)

The hotel seeks to provide a comprehensive service to its guests by providing information about the various services and tourist destinations in the region Valles Pasiegos where it is registered.

Pasiegos Valleys (www.vallespasiegos.org):

Strategically located in the heart of Cantabria and the beaches of the Cantabrian coast, the Pasiegos valleys are a tourist destination of nature, landscape This is a result of the iteration of man with nature for more than 5 centuries. In their villas remains the imprint of his mansions and palaces, in the mountains of the pasiegas cabins.



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Region to enjoy the rural surroundings with hiking trails, greenways, where practice climbing, horseback riding or biking

In addition is and space with a large number of caves, where cultural visits or even practice spelunking

The region It consists of 3 Valleys, traditionally farmers and villages by " *pasiegos* "nomadic farmers who spent the winter in the valleys accompanying his livestock and inhabiting small cabins in the mountains that are currently part of the traditional landscape of the valleys:

-
- **Miera Valley:** impresses with its landscape, molded over time, creating a mosaic of irregular shapes that invite you to make countless trips as the existing circuit from the shell, Beech Zamina and Picones of Sopeña. Also for its civil and religious architectural heritage, as well as for its gastronomy and tours by pasiegos hut in its southern part.
- **Pas Valley:** Cradle of the first settlements in the region pasiegos, Pas valley known for its lush landscape and its varied cultural and ethnographic heritage. But also for being one of the areas of Cantabria where thermal tourism began, as is the case of the Puente Viesgo and Alceda Spa, which in the mid-nineteenth century enjoyed great fame and prestige, as at present.
- **Pisueña Valley:** The cabarceno natural park, the Romanesque churches of Santa Maria de Cayon Castañeda, civil architecture of the seventeenth and eighteenth centuries, including the Palace of Soñanes or the Palace of Gandara, and the unmistakable landscape of the headwaters of the municipalities of Saro, Villacarriedo and Selaya, make the Valle del Pisueña a destination that attracts both for its joint offer, as for the warmth of its people.
-

CERVEZAS DOUGALL'S



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Project number: 2016-1-DE02-KA204-003243

Barrio la Vega, 51, 39727 Liérganes, Cantabria | info@dougalls.es



We get the owner of the company, Andrew Dougall's that launched this project to develop traditional beer in 2006 in a rural environment (Liérganes).

The project began in 2006 as a small initiative to brew English beer in a rural setting area: The first 8,000 liter 2006 have become more than 130,000 today, the factory started in a garage 60 meters wide and now it is placed in a warehouse of 300 meters, from an individual activity to give work to 8 people today.

The project strengthens the roots of the area, with initiatives such as:

- Maintaining the factory in the small town where it started
- Associating different kinds of beer brewed names with a local high symbolic value, "los raqueros", "942", ...
- Promote social and cultural activities such as *Dougall's Action Weekend* (11th edition)