

ATTA-AdventureEDU* vinnustofa um afþreyingarferðamennsku

Haldin í Keili, Reykjanesbæ dagana 29.-30. apríl 2015.

Vinnustofan verður í kjölfar ráðstefnu um afþreyingarferðamennsku í Keili þann 28. apríl og fer fram á ensku.



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*Adventure Travel Trade Association, Education for the Business of Adventure Travel –

www.adventuretravel.biz.



Hvað er afþreyingarferðamennska?

Adventure tourism is tourism that combines physical activity, cultural exchange, or interaction and an engagement with nature (Robson 2012).

Afþreyingarferðamennska sameinar líkamlega hreyfingu, menningarvinkil og náið samband við náttúruna.

Hvað er AdventureEDU?

AdventureEDU er fræðsluhluti alþjóðasamtaka fyrirtækja og stofnana sem koma að afþreyingarferðamennsku ATTA (Adventure Travel Trade Association). Markmið þeirra er að bjóða þjálfun fyrir opinbera aðila, samtök og fyrirtæki sem vilja bjóða upp á fyrirmyndar upplifanirnar með öryggi og sjálfbærni að leiðarljósi.



Dagur 1

Fyrri dagur vinnustofunnar nefnist *Adventure Industry Community Builder* eða *Samræður og samvinna á sviði afþreyingarferðamennsku*. Markmið hennar að er ná hagaðilum saman til að deila sinni reynslu og sýn á greinina, greina frá hindrunum og tækifærum og setja saman stefnu til velgengni fyrir greinina.

Dagur 2

Á öðrum degi vinnustofunnar er fókusinn settur á gæða- og öryggismál og m.a skoðað hvernig eigi að setja upp og og framfylgja öryggisáætlunum. Tekið skal fram að þessi vinna mun nýtast þeim fyrirtækjum sem eru í umsóknarferli í Vakann eða hafa áhuga á að hefja slíkt ferli.

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DAGUR 1

SAMRÆÐUR OG SAMVINNA Á SVIÐI AFÞREYINGARFERÐAMENNSKU



- Mynda sterk tengsl og samheldni á milli ólíkra hagaðila á NATA svæðinu (Ísland, Grænland og Færeyjar).
- Að auka sameiginlegan skilning á þörfum, áhyggjum og forgangsmálum hjá öllum þátttakendum.
- Skapa grundvöll fyrir lykilaðila til að koma saman og vinna að forgangsröðun og áherslum til að styrkja og þróa afþreyingarferðamennsku á svæðinu.



Tími	Efni
8:00 – 8:15	Afhending fundargagna og þátttakendur hittast.
8:15 – 8:45	<i>Welcome and Context Setting – Adventure Industry Update</i> – Chris Doyle, framkvæmdastjóri ATTA í Evrópu.
8:45 – 9:00	<i>Community Agreements and Engagement</i> – Moe Carrick
9:00 – 10:15	Hópavinna og umræður
10:15	Hlé
10:30 – 11:45	Hvert viljum við stefna saman? (framtíðarsýn)



11.45	Samantekt
12:00 – 13:00	Hádegisverður
13:00 – 13:45	Kynning á sameiginlegri markaðsrannsókn sem unnin var á Grænlandi og í Færeyjum og umræður um stöðu afþreyingarferðamennsku í NATA löndunum þremur (Íslandi, Grænlandi og Færeyjum).
1:45 - 14:30	Hvaða hindranir gætu orðið í veginum og hvað gæti dregið úr þeim? (áframhald á umræðum og hópavinnu).
14:30	Hlé
14:45 – 15:45	Til hvaða aðgerða þarf að grípa til að lágmarka hindranir á vegi okkar til velgengni? (umræður og hópavinna).
15:45 – 16:30	<i>Assignments/Commitments/Next steps</i>
16:30 – 17:00	Samantekt



Meðmæli frá fyrri þátttakendum

"It was a great experience joining the CTO in Crested Butte, Colorado for the ATTA-EDU workshop. Getting the opportunity to work collectively with local outfitters to think critically about the shape and trajectory of adventure travel within Colorado was a great experience.

"We were challenged to creatively come up with plans to further strengthen this industry in a state that is incredibly rich with natural wonders for outdoor enthusiasts. We were supplied with informative data reflecting trends and given plenty of opportunity to engage with others and share challenges and best practices.

"There were many great takeaways from this experience; by far the best was the relationships that were developed over the course of two days. I left Crested Butte with several exciting opportunities to explore to further develop programming with the goal to share Colorado with adventure travelers from all over the USA!"

TJ Little

Adventure Program Manager // REI

"The Adventure EDU course brought together a group of fragmented industry participants, leaders and pioneers and somehow funneled our ideas and questions into what was the most meaningful discussions I have ever witnessed and the beginning of something that can be truly special for our industry.

"I think that we got everyone on the same page and moving forward and I am actually excited to work with a group of people that have the genuine passion and motivation that we had at the Adventure EDU conference in Crested Butte."

Tyson Horner

summitcove.com



Since 2004, Chris has played a key role in the global Adventure Travel Trade Association's strategic direction and development.

Since 2005, he has directed the content and execution for each of the ATTA's annual Adventure Travel World Summit conferences and also currently oversees the ATTA's development efforts in Europe.

Chris has traveled worldwide in collaboration with public and private organizations as an ambassador of best practices representing the collective interests of the ATTA's more than 1,000 members (which includes tour operators, tourism boards, specialty agents, accommodations, media and industry partners).

An active marathoner and avid outdoorsman, Chris, splits his time between California and Sweden with his wife, Emma, son, Aidan, and daughters, Moa and Lyra.





Moe Carrick is a professional educator and facilitator whose clients include American Leadership Forum, Housing Works, Nintendo of America, and Prudential Financial among many others. A longtime partner of the ATTA, Ms. Carrick has facilitated numerous Adventure Travel World Summit sessions involving adventure tourism public and private sector stakeholders from around the world. Counted as one of the USA's foremost leaders in adventure learning, one of Ms. Carrick's on-river forays with senior executives on Idaho's Salmon River was even recorded in a Fast Company feature story, "[Extreme Off-Site](#)". Ms. Carrick's varied contributions to people and organizations have consistently stimulated positive ripple effects with direct and favorable impact to the bottom line.

Her lifelong adventurous spirit and story-telling prowess coupled with her inspirational, witty, and humorous style, continue to earn Ms. Carrick rave reviews following keynote addresses, training events, and consulting experiences. Her visionary mind allows her to translate her experiences into engaging and interactive presentations, which both predict and reflect emerging trends.



*Continued*

Ms. Carrick's professional credentials include:

- Benchmarks 360 Administrator, Center for Creative Leadership
- Denison Organizational Culture Survey Administrator
- Certified Senior Professional in Human Resources
- NOLS Instructor & Outward Bound Instructor
- Wilderness First Responder
- Coaching Clinic, CCUI
- Tavistock Group Relations Conference
- National Training Laboratory Graduate
- Inscape Certified Product Specialist
- Hay Mcber Emotional Intelligence Certificate

Ms. Carrick earned a Master of Science in Organizational Management from Antioch, New England and a Bachelor of Arts in English from the University of New Hampshire.



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DAGUR 2

STÝRING GÆÐA OG ÖRYGGISMÁLA



Markhópur	Lýsing	Lengd	Leiðbeinandi
Stjórnendur og starfsfólk afþreyingarfyrirtækja, gististaða og annarra fyrirtækja sem að greininni koma.	Þátttakendur læra undirstöðuatriði gæðakerfa og eru leiddir í gegnum gerð öryggisáætlana skref fyrir skref.	7 klukkustundir í kennslu 9 klukkustundir í heildina.	Jean Claude Razel

8:30 – 9:00	Um gæðastarf og öryggismál
9:00 – 10:00	<i>Safety Management Concepts and Origin.</i>
10:00 – 10:15	Hlé
10:15– 12:15	<i>Risk Analysis Presentation and Practice.</i>
12:15 – 13:15	Hádegisverður
13:15 – 14:45	<i>Transform Your Safety Management Practices into a Complete System.</i>
14:45 – 15:00	Hlé
15:00 – 16:00	<i>Transform Your Safety Management Practices into a Complete System.</i>
16:00 – 16:30	Samatekt

ADVENTURE EDU Samnýting við Vakann

- ATTA hefur kynnt sér vandlega gæða- og öryggiskerfið Vakann og gert ráðstafanir til þess að efni námskeiðsins nýtist vel þeim sem eru í umsóknarferli í Vakann, eða hafa áhuga á að hefja slíkt ferli.
- Þátttakendur í þessari vinnustofu munu fá fræðslu sérsniðna að þörfum fyrirtækja í afþreyingarferðamennsku.
- Þátttakendur sem hafa setið námskeið á vegum ATTA fá stafrænt merki/logo til notkunar á heimasíðum sínum til merkis um að fyrirtækið leggi áherslu á fagmennsku og gæði.





AdventureEDU Educator Jean Claude Razel

Jean-Claude has 30 years experience in the adventure industry, specializing in safety management, operation and product development. Initially focused in mountaineering and climbing, Jean-Claude is now active in the entire adventure travel supply chain. His company Alaya is a reference company in Brazil.

As a manager of the Brazilian National Rafting Team, Jean-Claude won two world championships (South Korea 2007, Bosnia 2009) and one youth world championship (Costa Rica 2011). In 2001, Jean-Claude conceived and built the first tree-rope course in Brazil called "Verticalia" and the first zipline circuit. He built more than 50 other circuits in the whole country, some of them operated on a franchising business model. He created a safety system for these circuits called "vagao" specially designed for children.

In 2009 Jean Claude was elected President of ABETA, Brazilian Ecotourism and Adventure Travel Trade Association with 300 members nationwide. For two mandates (2009-2012), he actively participated in Aventura Segura, one of the most successful qualification program in Adventure Travel in the world with more than 4000 qualified professionals and 100 companies certifying their operations in safety management.





AdventureEDU Educator Jean Claude Razel

Continued

French born, Jean-Claude grew up in the Alps in Chamonix and has travelled 65 countries to practice nature and adventure activities as a climber, a mountaineer, an adventure racer. His rock climbs lead him to Niger, Jordan, Yosemite (The Nose in 1990). As a mountaineer, Jean-Claude participated in several expeditions in the Himalayas (his company name Alaya is a remembrance of this time) especially the famous Shivling in the Indian Garhwal. He twice participated in Raid Gauloises, the first global Adventure Race (1991 New Caledonia- 1993 Madagascar).

Fluent in French, English, Portuguese and Spanish, Jean-Claude has been a resident of Brazil for the past 17 years. A lover of the great outdoors, he is the happy father of two girls aged 15 and 8. He studied business administration and has a bachelor's degree from the Ecole Supérieure de Commerce de Paris (1988). He plays the piano and sings rock n' roll with his band after a good climb or raft.

