

Building a sustainable economy for culture and tourism

Gréoux les Bains, France August 13, 2008

The City of Culture and Sustainable Tourism (CCTD) and **Akuter Technologies** have signed a mutual research and development agreement to design a specialized eLearning application dedicated to enhancing a sustainable tourism industry.

The City of Culture and Sustainable Tourism (<http://www.cctd.eu>) is developing a multifunctional platform to improve the appreciation of the value of culture and heritage. This improved understanding will assist CCTD in realizing its goal of creating a vibrant and sustainable tourism industry.

The CCTD Platform is characterized by three intertwined clusters:

- ❖ **Knowledge and expertise** (training, observation, surveillance, resources, research and development, cooperation and design)
- ❖ **Congresses and seminars** (Videoconferencing, simultaneous translation...)
- ❖ **Heritage and culture** (unending link with tourism)

Based at Château Laval, Gréoux-les-Bains¹ in the Alpes de Haute-Provence, “The City” works as an **international multidisciplinary network**. Firmly rooted in the principles and processes of sustainability as defined by the international bodies², it is **targeting development** and offers to all tourism, heritage and culture stakeholders, real resources and partnership opportunities.

Among these resources, information technology is a key component. The quick disappearance of the digital divide makes it possible to implement new solutions to spread knowledge around the world. Articulated on its **Knowledge Management System**, “The City” is going to provide a range of services cored on eLearning for professional continuous education. This approach offers several concrete advantages:

- ❖ Fast and global distribution of professional training and information
- ❖ Better access to continuous education for all audiences
- ❖ Always up-to-date information on sustainable tourism development
- ❖ Immediate availability of training materials
- ❖ Knowledge and events capitalization
- ❖ 24/7 access to resources and knowledge
- ❖ Building of new communities participating in research works, experience sharing, learning of best practices, online Q&A...

¹ 3rd Spa city in France

² UNO, WTO, TSG, ODIT...

Incorporated in 2001 in Vancouver, BC (Canada), **Akuter Technologies** (<http://akuter.com>) serves the global **eLearning** market. Akuter has offices in Canada, France and the USA. Our technology is characterized by three key services:

- ❖ Development of Internet software products especially for eLearning
- ❖ Customized Internet sites and applications
- ❖ Translation services and adaptation of content to reflect local market requirements

These services provide our customers with multilingual, flexible, user friendly, secure business solutions that are easy to maintain and expand. Our customers praise the service provided by our customer-satisfaction-driven teams

Our Learning Content Management System allows our customers to develop content to be published online, differentiate distribution to a specific audience (training path, criteria of success, calendars, etc.), manage learners' progress, and receive detailed reports from a secured historic database. Courses can also be accessible on a self-serve basis

Customers develop or convert their courses and exams very easily and distribute them to learners via the Internet. According to their nature, exams and tests can be scored automatically or manually. Each training program can include prerequisites and several learning modules with or without exams. At all times alert messages let management know of the learners' progress and learning programs used. Learners can self register or have an administrator do it for them. There is also a self registered restricted guest area. The system can also be connected to other applications and fed automatically to learners and their related training assignments. Key benefits of our System which ensure than an organization optimizes its human resources are:

- Automating repetitive tasks of administering and assigning courses on demand,
- Providing precise, configurable tracking,
- Providing security of access
- The system is multilingual and supported by the latest Internet technologies.
- The system can be hosted by our customers or by Akuter.
- Entity management which provides a private space for different organizations to share the system
- An automated assignment process on a preset recurrence period

The Akuter systems support the AICC³/SCORM⁴ standards and follow the FDA⁵'s 21CFR⁶ Part 11 guidelines.

³ Aviation Industry CBT (Computer-Based Training) Committee (AICC)

⁴ Sharable Content Object Reference Model

⁵ Food and Drug Administration (USA)

⁶ Code of Federal Regulations(USA)



Nature of the agreement:

The eLearning platform is at the heart of the CCTD knowledge management system and will let a user, who registered on the CCTD portal, buy and take virtual classes on a specific topic. A virtual class consists of a series of training modules flagged with tutor-monitored live video conferencing.

The core of the Culture and Sustainable Tourism eLearning platform will be based on Akuter developed LCMS, Akuter Enterprise, on the top of which the two partners will co-finance specific features development to deliver a full integrated application dedicated to sustainable tourism and improvement of the value of culture and heritage.

This application means to be the cornerstone of an international network of “cities of Culture and Sustainable Tourism” and pursues a dual goal:

- ❖ Distribution of dynamic contents for professional training
- ❖ Additional services completing the learning experience

It is therefore both a factor of knowledge and of commitment towards new learning practices.

Co-financed developments will be managed as a co-ownership for both industrial and intellectual properties possibly leading to new patents.

To start, the platform will support 5 languages and will be online by end of October 2008.

The choice of Akuter is based on competencies and multinational experience in the eLearning field as well as the ability to develop quickly and efficiently the required special features that only the owner-developer of the core software can offer.

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