SUSTAINABLE AND TECHNOLOGICAL APPROACH TO RETHINK TOURISM

Start ⌒⊙

The Start Training Progamme

Project Code: 2022-1-IT01-KA220-VET-000088750

CONFORM | Thessaloniki *Many stories, one heart* | Cámara Sevilla | TRANS-COOP | Dinámica XXI | | GTECHNOLOGY FONDAZIONE ORGANISMO DI RICERCA | Universitat d'Alacant Universidad de Alicante

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Sommario

The **project**

Post-Covid-19 tourism will be very different from the one we knew until then and, as in all revolutions, a scenario of transformations is opening up that will reward those players and destinations that know how to seize opportunities, cooperating in synergy, to prevent the obsolescence of workers' skills and to map out the operating methods of a sector that must now increasingly offer smart solutions.

And that's where the "**S.T.A.R.T. - Sustainable and Technological Approach to Rethink Tourism**" Project, code 2022-1-IT01-KA220-VET-000088750" comes in!

START is a two-year Project, running from January 2023 to December 2024, co-funded by the Erasmus+ Programme of the European Commission, implemented by a consortium of 8 partners from 4 EU Countries (Italy, Greece, Spain and Portugal) expression of VET, the Chamber and Local Development System, Destination Management Organisations and Innovation companies.

• CONFORM S.c.a.r.l.

• Sviluppo Europa Marche S.r.l.

• Fondazione Organismo di Ricerca GTechnology

• Thessaloniki Tourism Organisation

• Agency for Transnational Training and Development

• Associação Promotora da Rede Dinâmica XXI

• UNIVERSIDAD DE ALICANTE

• CAMARA OFICIAL DE COMERCIO INDUSTRIA SERVICIOS Y NAVEGACION DE SEVILLA

The project aims to prevent the obsolescence of tourism sector workers' green and digital skills and to map out the operating methods of the sector that must now increasingly offer smart solutions.

Partners are working together to support the personal and professional development of tourism workers in their countries through the co-design and implementation of a TRAINING PROGRAMME FOR GREEN AND DIGITAL UPSKILLING FOR TOURISM OPERATORS to guide and inspire them towards rethinking their business models in a circular key, exploiting new digital technologies.

The programme will be integrated by relative didactic tools consisting of OERs to acquire the target skills and a Green Tech-Infusion Toolkit to allow trainers, aligned in an international mobility, to guide operators in rethinking business models following alignment on green-tech infusion.

Learning **programme**

Introduction

This document summarises the main results of this work package n. 2 "FORMATIVE PROJECT DESIGN" related to the definition of the START TRAINING PROGRAMME for the green and digital upskilling of workers in the tourism sectors.

The programme aims at activating personnel of enterprises in the tourism industry to review their work and responsibilities under the aspect of sustainable management. The programme aims at raising the awareness of attendees to review both the tourism sector and their own activity in the sector under a critical point of view in terms of sustainability. In order to achieve a higher -and more sustainable- impact of the training programme, emphasis is placed on a contextual approach to the training content.

Participants are called to understand the interaction between tourism and the tourism destination and to reflect on the impact of the specific industry on the environment (both tangible and intangible (e.g. cultural, social)).
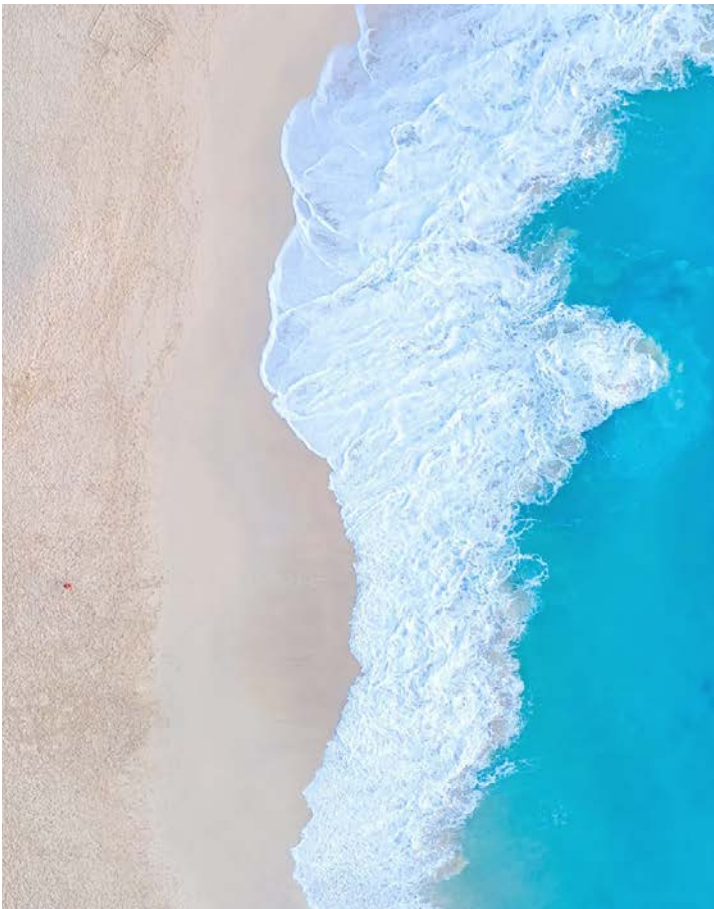
Attendees are expected to become familiar with the current EU policies on reducing the environmental footprint and they are called to apply them on professional activities of the tourism industry. Moreover, they are confronted with the future of tourism in terms of its digitization and they are acquainted with the various techniques expected to flood the tourism industry in the years to come.

With regard to the age group of the targeted participants, and following the fact that the age group of 15 – 24 presents a particular dynamism in tourism employment, the programme addresses the specific group of potential apprentices across professional specialisations.

Considering that the programme aims at all types of employees –or potential employees- in the tourism industry, it should be viewed as a transversal course dealing with all levels of employees in the sector.

The programme also intends to adapt the technical and methodological skills of trainers to prevent the obsolescence of workers' skills by using digital technologies as a driver of learning that becomes operational, not disorienting them in the face of the green and digital transition but accompanying them from the bottom up to become agents of change, infusing them with incremental know-how.

From identified needs
to training response

The training programme for the digital and green upskilling of tourism operators was elaborated through two integrated activities:
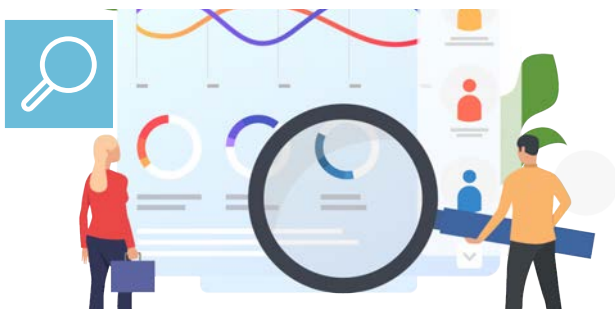
NEED ANALYSIS REVIEW A systematic review based on secondary research to better circumstantiate a desk analysis conducted by the partners during the design phase of the initiative in their territorial contexts. This made it possible to identify similar training programmes and to identify the constituent elements of the programme proposed by START.
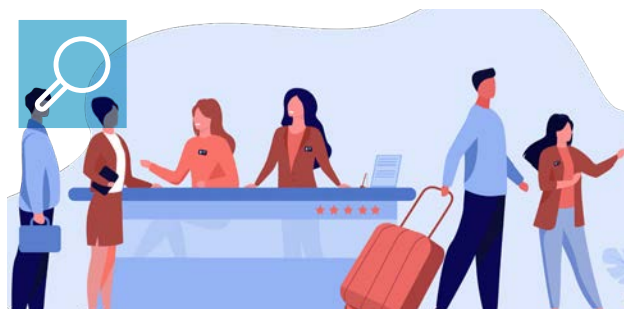
FIELD ANALYSIS through the organisation of Validation Workshops with the SME workers of the target group in order to involve the learners in all the phases of the project, thus enabling them to take on the role of protagonists by making them participants and creators of change.

Validation Workshop Results

The Validation Workshops, carried out in the period **March/April 23**, were **organized by the Chamber of Commerce of Sevilla (ES), the Dinamica XXI Rede de Empreededorismo e Inovaciao - APREDIN (Portugal), Sviluppo Europa Marche – SVEM (Italy) and Thessaloniki Tourism Organization – TTO (Greece)**, partners in the START project, while the synthesis of their results was compiled by the Agency for Transnational Training and Development – TRANSCOOP (GR).

The members of the validation panels should be to a certain extent representative for the local tourism industry in the areas where the Validation Workshops held. Hence not only a specific professional group in the tourism sector was addressed by the Validation Workshops, but a wider range of professionals and experts involved in the specific industry. More specifically **50 professional experts were involved** in the validation process, **12 of them representing accommodation facilities, 3 restaurant staff, 9 travel agencies, 7 educational and training institutions and 19 various professionals of the tourism industry, encompassing professionals in alternative tourism activities, tourism consultants, journalists etc.** As a consequence, the results of the Validation Workshops besides their initial goal, to assess the appropriateness of the training programme, could be also viewed to a certain extent indicative for the tourism industry in the EU South across countries and professional specializations.

The assessors, members of the validation panels, were invited to **grade 36 training elements on sustainable performance and digital adaptation for the tourism businesses, distributed over 10 training modules on an assessment scale from 1 (irrelevant) to 5 (very relevant).** The knowledge/competence width of the training programme started from basic notions in tourism, as the perception of tourism in a "sustainability context"- the impact of the visitor on the destination- up to the transformation of the specific industry in the future, as evolving from its penetration by the digital technologies. The scope of the training course is to make trainees sensitive on sustainability action with regard to the operation of a tourism business as well as prepare them for the evolution of the specific sector.

As a general finding deriving from the Validation Workshops is that tourism SMEs are worried about the strong competition and their own competitiveness capacities. They are aware of the digital transformation of the tourism sector and they need support to adapt. They are aware of the need for sustainable performance but they are not sensitized enough to deploy operational policies on that. Compliance of business practice with the principles of the EU policies, that might help them to stand out and hence gain on competitiveness seems not to be of interest for them, while the certification, as a vehicle for recognition by the customer, is also not well understood.

Learning **programme matrix**

As a result of the validation workshops, the partners defined the structure of the START Training programme consisting of 10 learning modules and containing the aims declined respecting the competences identified during the research phase; the correlation with European frameworks (DigComp 2.2, GreenComp) when possible; the methodological framework and the macro definition of the didactic support tools.

Teaching Techniques

The diverse modules will be delivered via a blended learning approach, combining online and in-person training methods. This combination will provide flexible learning options to accommodate the time constraints of working professionals in the tourism industry.

> Online Component:

The online segment will include digital resources that trainees can access and study at their own pace. Short, engaging videos will introduce the key concepts of digitization and sustainability. Interactive quizzes and brief assignments will be included for self-assessment and understanding reinforcement.

1 What is tourism

2 The Tourist

3 The Environmental Impact of Tourism – Tourism a Resources' Consuming Industry

4 the main EU policies for the promotion of "twin transition" in tourism

5 The Tourism Insight

> In-person Component:

The in-person segment will be highly interactive, including group discussions, case study analyses, and hands-on practice with digital tools. These sessions will enable trainees to apply what they have learned online, exchange ideas, and seek clarifications.

E.g the two-hour module will be broken down as follows:

    a) 1 hour of self-paced online learning

    b) 1 hour of in-person interactive session

Throughout the module, teaching will be learner-centered, emphasizing active learning and practical application of knowledge.

Instructors will act as facilitators, guiding the learning process rather than simply delivering information. The aim is to make the learning experience engaging, practical, and directly applicable to trainees' work environments.

6 The Future of Tourism – How digitalisation will change the sector

7 Digitization and Sustainability

8 Social Media and Marketing in the tourism sector

9 Certification of Sustainable Performance

10 Rethinking Tourism – How to Apply

Methodologies **to be applied**

In line with the learner-centred approach assumed by the START project, the learning content of the training programme will be developed with respect of the different learning styles, modes and times of people, namely:

1. Microlearning for digital and green upskilling, realised with the use of multimedia and multidimensional systems (words, images, videos, texts) adopting a multiplicity of stimuli (cognitive, emotional, auditory, visual), is able to make people acquire knowledge targeted to specific learning objectives, aggregable with other learning objects in a modular manner and reusable in different learning situations.

Microlearning has, in fact, a granular, "just-in-time" and "just-for-me" approach, oriented towards the learner's empowerment that, in a practical and user-friendly manner, facilitates and simplifies people's learning; a condition of extreme relevance for the acquisition and adaptation of digital and green skills that by their very nature are complex in language and the high evolution of content.

2. **Narrative branching scenarios** that, through the use of instructional design techniques, combine narrative (storytelling) and educational design with a filmic approach perceivable in a plastic manner in the sequentiality of the frames (educational scenes) and in the alternation of spaces and situations (learning environment) in which the animated characters (roles) are located, and the story that forms the background to the learning process, strongly contextualised in the company/professional experience.

The scenarios will allow users to make choices that will influence the course of the story, making them reflect on the advantages and positive repercussions in the company of the behaviour they have adopted, with moments of verification and control of the choice made (right, wrong, why), stimulating their direct participation in a recursive process of activation, triggering, verification and feedback.

3. **An innovative Metaverse** Experience will be designed to simulate the operational realities of a hotel and a travel agency. This virtual space allows learners to experience and understand the processes, mechanisms, languages, and approaches that define the tourism sector. By engaging in an immersive environment, learners can directly interact with realistic scenarios that replicate the functioning of the industry, enabling them to develop practical skills and a deeper understanding of how the sector operates. Furthermore, the metaverse's capacity to host multiple users simultaneously fosters teamwork and networking, allowing participants to interact in real-time and replicate real-world professional environments.

4. **Educational Programme** that combines information and training, placing the user at the centre of the user experience and represents a training tool particularly tailored to the tourism sector, which constitutes a broad and articulated social phenomenon that integrates factors of an anthropological, cultural and behavioural nature and, therefore, requires from the learner an organic overview, a broad understanding of current and prospective trends that forms the background and outline of the professional specialisation focused on development processes and digital transition of modus operandi.

In line with the most recent logics of entertainment and learning personalization, the Programme adopts and integrates AI-based and interactivity models as distinctive elements, which allow users to choose if and when to access the different types of content provided and how to modulate their learning paths according to their needs.

5. **Green-Tech Infusion Toolkit**, as a methodological handbook on transformational team coaching and green-tech infusion, accompanied by didactic and operational tools (Circular Tourism Tool), to allow trainers to evolve towards the role of green-tech infusion Coach, in order to guide tourism workers in the realisation of as-is-to be organisational analyses for the circular transformation of the business model; in the design and "in vitro" implementation of digital solutions to innovate, in their own organisational contexts, the range of tourism products/services offered in a sustainable key (START Lab).

Participant Selection Criteria

The 40 TOURISM WORKERS targeted by the testing phase of the START training programme will have different experiences and come from diverse professional contexts, integrating travel agencies and accommodation facilities, in line with the needs analysis carried out by the partners during the design phase of the START project.

The target group will be selected on the basis of age (favouring those under 35), gender (prioritising the female segment), and geographical origin (reserving a quota for workers from non-EU countries).

Modules **description**

1 What is tourism
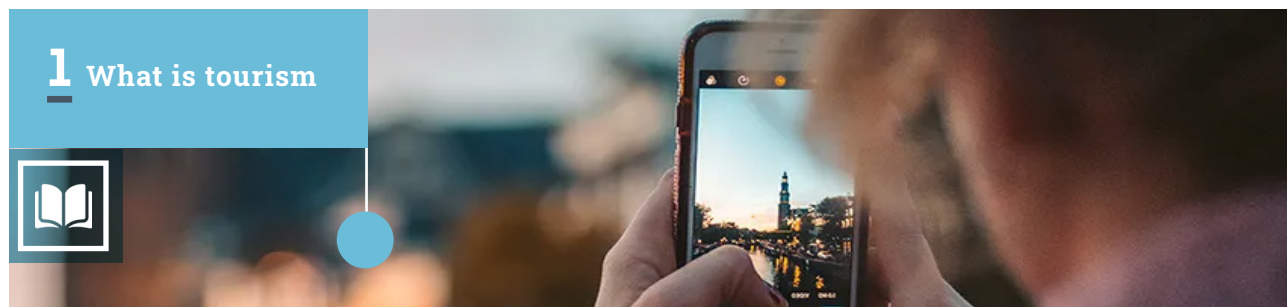
a) DESCRIPTION

It is a professional specialization programme that meets the modern professional requirements in the touristic market.

b) OBJECTIVES AND COMPETENCES

It equips participants with the theoretical and practical knowledge required to start a career in the touristic market.

Its purpose is a comprehensive understanding of the field of tourism, focusing on the visitor's expectations, explaining the importance of the destination and itemizing touristic services.

c) COURSE CONTENTS OR THEMATIC SECTIONS

• Definition of Tourism

• The Visitor and the visitor's expectations

• The Destination

• The Services deployed in tourism

The curriculum delves into tourism issues by providing essential knowledge related

to the movement of individuals or groups for sightseeing, entertainment, work, and holding a conference. The student learns and familiarizes himself/herself with all the procedures related to the tourism and travel sector.

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions foreseen by the project, will be characterised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA

Successful completion of a gamified scenario with narrative branches and awarding of a badge

f) LENGTH OF THE MODULE

2 hours

a) DESCRIPTION

It is a professional specialization programme that meets the modern professional requirements in the touristic market.

b) OBJECTIVES AND COMPETENCES

The subject "The Tourists" aims to provide students with a comprehensive understanding of the main characteristics of tourists, including their preferences and needs. It also explores the different generations that are more involved in tourism, such as Millennials, Gen Z, and Silver tourists. By examining these aspects, students will develop insights into the evolving trends in the tourism industry and enhance their ability to cater to the diverse needs of tourists.

c) COURSE CONTENTS OR THEMATIC SECTIONS

- **Introduction to Tourism and Tourists**
    I. Definition and importance of tourism
    II. Role of tourists in the tourism industry
- **Main Characteristics of Tourists**
    I. Demographic factors
    II. Psychographic factors
    III. Motivations for travel
- **Generations in Tourism: Millennials, Gen Z, and Silver Tourists**
    I. Characteristics and behaviours of each generation
    II. Their impact on the tourism industry
- **Preferences and Needs of Tourists**
    I. Accommodation preferences
    II. Transportation preferences
    III. Food and dining preferences
    IV. Activities and attractions preferences
- **Evolving Trends in Tourism**
    I. Sustainable tourism
    II. Technological advancements in the tourism industry
    III. Rise of experiential tourism
- **Challenges in Meeting the Needs of Different Generations**
    I. Generation-specific preferences and expectations
    II. Overcoming language and cultural barriers
- **Strategies for Catering to Tourists' Preferences and Needs**
    I. Personalization and customization of experiences
    II. Creating diverse and inclusive tourism offerings
- **Communication and Customer Service Skills in Tourism**
    I. Effective communication with tourists

II. Handling customer complaints and resolving issues

By completing this educational project, students will gain a comprehensive understanding of the main characteristics of tourists, the generations more involved in tourism, their preferences and needs, as well as develop the necessary skills to excel in the tourism industry.

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions foreseen by the project, will be characerised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA

Successful completion of a gamified scenario with narrative branches and awarding of a badge

f) LENGTH OF THE MODULE

4 hours

g) CORRELATED EUROPEAN FRAMEWORK

GreenComp – Area 1 "Embodying sustainability values" – Competence 1.1 "Valuing sustainability"

3 The Environmental Impact of Tourism – Tourism a Resources' Consuming Industry

a) DESCRIPTION

This module aims at ensuring a more sustainable thinking and behaviour of participants as well as a more conscious understanding of the need for as well as the role of sustainability applied to different components of the tourism value chain. Participants will be enabled to acquire the necessary skills for a complete analysis of tourism actions from a sustainable perspective. This should facilitate actions for improving and/or designing more specific measures towards a more sustainable touristic behaviour not just due to the engagement of the government, but also of the industry as well as of tourists. The module will focus on the analysis of sustainability and sustainable actions of different types of tourism actors and their specific initiatives.

b) OBJECTIVES AND COMPETENCES

This module aims at ensuring a more sustainable thinking and behaviour of participants as well as a more conscious understanding of the need for as well as the role of sustainability applied to different components of the tourism value chain.

Its purpose is a comprehensive understanding of sustainability towards business competitiveness without ignoring any of the components of the overall tourism circuit, the interconnection between them as well as the environmental, social, cultural and economic impact. Thus, critical thinking is required when tourism actions are analysed.

c) COURSE CONTENTS OR THEMATIC SECTIONS

• Sustainability - Why should you be sustainable: a requirement of society - a requirement of the customer

• What is Sustainable Tourism Development?

• Sustainable Tourism Development and its Relevance: Challenges and Opportunities

• Tourism impact quartet:

  - Environmental impact – greenhouse gas emissions and tourism

  - Social impact – overtourism

  - Cultural impact – changing local identity based on tourists' expectations?

  - Economic impact – tourism, economic growth & competitiveness

• Sustainable tourism strategies

• Tourism policy trends

• Cases studies and good practice examples from Europe

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions foreseen by the project, will be characterised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA

Successful completion of a gamified scenario with narrative branches and awarding of a badge

f) LENGTH OF THE MODULE

4 hours

g) CORRELATED EUROPEAN FRAMEWORK

GreenComp – Area 2 "Embracing complexity in sustainability" – Competence 2.2 "Critical thinking"

a) DESCRIPTION

This training module is designed to allow participants to become aware of the principles of the new EU policies regarding sustainability and the way that they affect the particular activities of the tourism industry.

b) OBJECTIVES AND COMPETENCES

It equips participants with the theoretical and practical knowledge required to start a career in the touristic market.

Its purpose is a comprehensive understanding of the field of tourism, focusing on the visitor's expectations, explaining the importance of the destination and itemize the touristic services.

c) COURSE CONTENTS OR THEMATIC SECTIONS

Overview of EU tourism policy

Tourism is a major economic activity in the European Union with wide-ranging impact on economic growth, employment, and social development. It can be a powerful tool in fighting economic decline and unemployment. Yet, tourism faces challenges.

Tourism transition pathway – Co-creation and co-implementation process

The updated EU Industrial Strategy highlights the need to accelerate the green and digital transition of EU industry and its ecosystems. To that end, it proposes working together with industry, public authorities, social partners and other stakeholders to design and implement transition pathways for each ecosystem.

The green transition of tourism

With the European Green Deal, the EU is leading by example by promoting new growth models and by setting climate-neutral goals by 2050.

EU support in reducing the environmental footprint of tourism: some examples of how the EU has been supporting and promoting greener tourism.

• A greener EU tourism

• Sustainable and smart mobility

• Greener SMEs

• Green skills

• Raising awareness

• Best practice examples on green actions in tourism

• European Tourism Indicators System for sustainable destination management - ETIS

• The EU Ecolabel and EMAS

The digital transition of tourism

Defined as 'Europe's Digital Decade', in 2021, the Commission presented a vision for Europe's digital transformation by 2030: the digital compass

• Support for destinations, SMEs and visitors;

• Digital solutions for business

• Digital solutions for the public sector and tourism managers

• Digital solutions for visitors

• Data management for tourism

Skills for the EU tourism workforce

An integral part of the resilience of EU tourism is making sure that people have the right skills for the job they are doing – in all sectors of the tourism ecosystem. Green and digital skills are essential, but softer skills, such as language knowledge, are necessary too. Increased training opportunities contribute to making jobs in the sector more attractive.

• EU pact for skills

• Large-scale skills partnership for the tourism ecosystem

• Skills in the transition pathway for tourism

• Blueprint for sectoral cooperation on skills: tourism

• The next tourism generation alliance

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions foreseen by the project, will be characterised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA

Successful completion of a gamified scenario with narrative branches and awarding of a badge

f) LENGTH OF THE MODULE

2 hours

g) CORRELATED EUROPEAN FRAMEWORK

GreenComp – Area 4 "Acting for sustainability" – Competence 4.1 "Political agency"

a) DESCRIPTION

This training module is designed to provide participants with a comprehensive understanding of the operations of a tourism enterprise and equip them with the necessary skills to anticipate and implement actions for improving performance in terms of sustainability. The module will focus on examples from the structure of a hotel business and the services provided by a travel agency, highlighting key areas where sustainable practices can be implemented for enhanced environmental, social, and economic outcomes.

b) OBJECTIVES AND COMPETENCES

• Understand the specific operations and challenges faced by tourism enterprises.

• Analyse the current performance of a tourism enterprise in terms of sustainability.

• Identify opportunities and strategies for improving sustainability and performance.

• Develop practical skills in implementing sustainable practices in a tourism business.

• Enhance the ability to anticipate and adapt to changing market demands and customer expectations.

• Foster a holistic understanding of sustainability principles in the tourism industry.

c) COURSE CONTENTS OR THEMATIC SECTIONS

Introduction to Tourism Enterprises:

- Overview of the tourism industry and its significance.

- Structure and key stakeholders in a tourism enterprise.

- Challenges and opportunities in the tourism sector.

Sustainability in Tourism:

- Principles of sustainable tourism and its importance.

- Sustainable development goals and their relevance to the tourism industry.

- Environmental, social, and economic impacts of tourism.

Assessing Performance and Identifying Areas for Improvement:

- Key performance indicators (KPIs) for sustainable tourism enterprises.

- Conducting sustainability assessments and audits.

- Case studies and examples of best practices in sustainable tourism.

Sustainable Practices in Hotel Businesses:

- Energy and water management.

- Waste reduction and recycling.

- Green building and infrastructure.

- Sustainable procurement and supply chain management.

- Responsible tourism policies and certifications.

Sustainable Services in Travel Agencies:

- Responsible destination selection and itinerary planning.

- Community engagement and cultural preservation.

- Promotion of sustainable transportation options.

- Ethical practices in customer interactions and service delivery.

Anticipating Market Trends and Customer Expectations:

- Emerging trends in sustainable tourism.

- Market research and customer feedback analysis.

- Innovations in technology and digital marketing for sustainable tourism.

Implementing Sustainable Practices:

- Strategies for stakeholder engagement and buy-in.

- Developing an action plan for sustainability initiatives.

- Monitoring and evaluating the effectiveness of sustainable practices.

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions fore-seen by the project, will be characterised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA

Successful completion of a gamified scenario with narrative branches and awarding of a badge

f) LENGTH OF THE MODULE

2 hours

g) CORRELATED EUROPEAN FRAMEWORK

GreenComp – Area 4 "Act for sustainability" – Competence 4.2 "Collective Action"

a) DESCRIPTION

This module "The Future of Tourism" aims to provide operators in the tourism sector with an understanding of the impact of technology aligned with the concept of 4.0 industry development in the tourism industry.

The module will equip you with an understanding of the types of tools available (and under development in this rapidly changing landscape) and their multiple applications in tourism. You'll learn about the basic digital tools used in the sector and how these can make your work easier and enhance the experiences of your customers.

The module will focus on new technology such as Virtual Reality (VR) together with Augmented Reality (AR) which have a dramatic influence in the tourism and hospitality sector; Internet-of-Things (IoT) and other technological tools (employment of distributed sensors, the applications of the global positioning system (GPS), of Bluetooth, roaming data, etc) applied in the tourism sector, especially to enhance travel planning and tourist satisfaction; Big Data Analytics to improve tourism design to customize tourist offers in relation to their needs; Blockchain implementation to enhance operational efficiency, transparency, and security at all levels of hotel operations.

The skills learned in this module are essential in navigating the evolving tourism landscape enabling you to rethink and redesign the tourism value chain employing 4.0 tools.

b) OBJECTIVES AND COMPETENCES

Objectives:

• Understand the impact of Industry 4.0 on the tourism industry

• Understand opportunities of technology driven travel trends

• Identify new technology applied in the tourism industry and their benefits (AR, VR, MR, Internet-of-Things (IoT),

• Apply basic tools for Artificial Intelligence (AI) and Analytics

Competencies this module will build:

• Basic understanding Industry 4.0 tools

• Overview of new opportunities technology driven the tourism sector

• Ability to identify and use (AR, VR, MR and Comparison of AR, VR and MR Applications, use of Internet-of-Things (IoT)

• Ability to apply basic tools for Artificial Intelligence (AI) and Analytics to improve decision making in the tourism sector.

c) COURSE CONTENTS OR THEMATIC

SECTIONS

Industry 4.0 on the tourism industry

- Technology driven travel trends

- New customer experience in tourism

New technology applied in the tourism industry

- AR, VR, MR comparison and application to increase tourist experience

- IoT and other technological tools applied to enhance travel planning

- New technologies and applications of the global positioning system (GPS) to improve travel experience

Tools for Artificial Intelligence (AI) and Analytics

- Description and application of AI in tourism industry

- Analytics to improve decision making

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions foreseen by the project, will be characterised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA
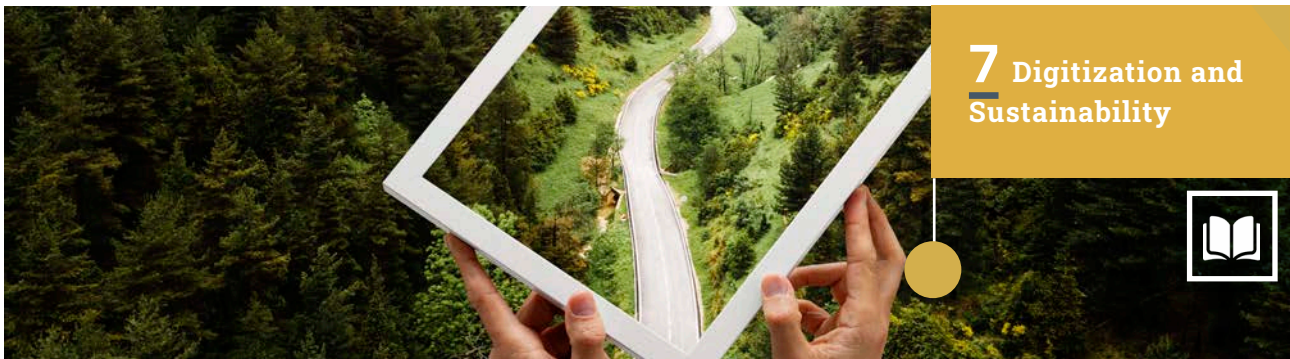
Successful completion of a gamified scenar-

io with narrative branches and awarding of a badge

f) LENGTH OF THE MODULE

4 hours

g) CORRELATED EUROPEAN FRAME-WORK

DigComp 2.2 – Area 5 "Problem Solving" – Competence 5.2 "Identifying needs and technological responses"

a) DESCRIPTION

This module, "Digitization and Sustainability" is a simple and practical introduction to the key concepts of digital tools and sustainability in the tourism industry. It is designed for individuals with minimal technical expertise, particularly those in the lower qualification roles in the tourism sector.

The module will equip you with an understanding of what digitization and sustainability are and why they're crucial for the future of the tourism industry. You'll learn about the basic digital tools used in the sector and how these can make your work easier and enhance the experiences of your customers.

The module will also introduce you to what it means to be 'sustainable' in your work and how simple steps can significantly reduce environmental impact. Importantly, you'll explore how digital tools can aid in achieving sustainability, through practical examples and easy-to-follow steps.

The module aims to empower you with the knowledge and confidence to take the first steps towards making your work more digital and sustainable. The skills learned in this module are essential in navigating the evolving tourism landscape, paving the way for better business practices and a healthier environment.

b) OBJECTIVES AND COMPETENCES

Objectives:

• Understand the basic concepts of digitization and sustainability in the tourism industry.

• Identify common digital tools used in the tourism industry and their benefits.

• Understand what it means to be 'sustainable' and how it can benefit their work and the environment.

• Apply basic digital tools to support sustainability in their day-to-day work.

• Begin implementing simple, practical steps towards digitization and sustainability in their workplace.

Competencies this module will build:

• Basic understanding of digitization and sustainability in the tourism industry.

• Ability to identify and use simple digital tools to enhance work efficiency.

• Understanding of sustainable practices and their benefits to the environment and business operations.

• Ability to apply digital tools to improve sustainability in their work environment.

• Confidence and readiness to take the first steps towards a more digital and sustainable work practice in the tourism sector.

c) COURSE CONTENTS OR THEMATIC

Introduction to Digitization and Sustainability

- What is digitization and sustainability?

- Why are they important for the tourism industry?

Basic Digital Tools in Tourism

- What are some common digital tools used in the tourism industry?

- How can these tools improve the way we work and the services we provide to customers?

Understanding Sustainability in Tourism

- What does it mean to be 'sustainable' in the tourism industry?

- Simple ways to reduce waste and save energy in our daily operations.

Digital Tools and Sustainability

- How can we use digital tools to become more sustainable?

- Simple examples of using technology to save energy and reduce waste.

Starting your Digital and Sustainable Journey

- Steps to start using digital tools and becoming more sustainable in your work.

- How to overcome common challenges and keep improving over time.

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions foreseen by the project, will be characterised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA

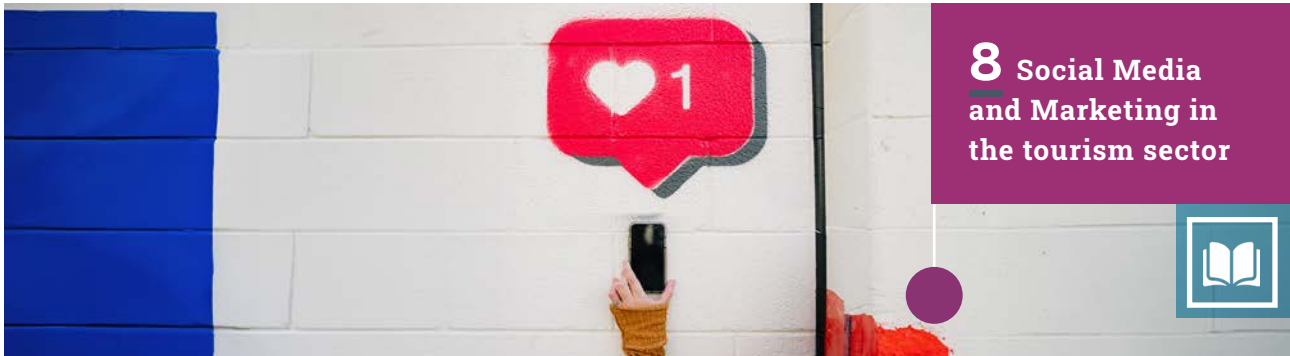Successful completion of a gamified scenario with narrative branches and awarding of a badge

f) LENGTH OF THE MODULE

2 hours

g) CORRELATED EUROPEAN FRAMEWORK

GreenComp – Area 3 "Envisioning sustainable futures" – Competence 3.3 "Exploratory thinking"

DigComp 2.2 – Area 5 "Problem Solving" – Competence 5.3 "Creatively using digital technologies"

a) DESCRIPTION

It is a professional specialization programme that meets the modern professional requirements of marketing and corporate digital communication.

b) OBJECTIVES AND COMPETENCES

It equips participants with the theoretical and practical knowledge required to start a career in digital marketing and to progress into senior management positions, for those already active in the industry.

Its purpose is a comprehensive understanding of the field of new online media and social networks, with the aim of developing capabilities to design and implement integrated strategies for individuals, policies and businesses on the internet.

c) COURSE CONTENTS OR THEMATIC

I. Fundamentals of Digital Marketing

II. Introduction to Digital Marketing / Similarities and differences from Traditional Marketing

III. The role of Digital Marketing in the success of brands and businesses - a strategic approach

IV. Channels, tactics and functions included in the design of the Digital Marketing Plan

V. The environment, use and importance of social media in business

VI. Social Media Platforms: Blogs, Facebook, Twitter, LinkedIn, Foursquare – Facebook Places, Instagram, Pinterest, YouTube – Dailymotion, E-mail & viber marketing

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions foreseen by the project, will be characterised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA

• Successful completion of a gamified scenario with narrative branches and awarding of a badge
• Case study analysis. Individual report, maximum 500 words - Students apply course knowledge to devise one or more solutions or resolutions to problems or dilemmas presented in a realistic story or situation (case-based learning)
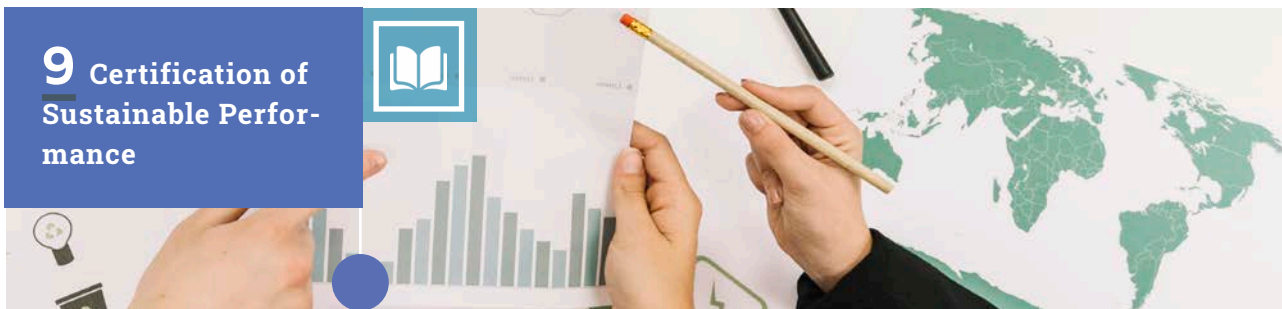
f) LENGTH OF THE MODULE

3 hours

g) CORRELATED EUROPEAN FRAMEWORK

DigComp 2.2 – Area 2 "Communication and Collaboration" – Competence 2.2 "Sharing through digital technologies"

9 Certification of Sustainable Performance

a) DESCRIPTION

Certification is a useful vehicle for both business and client to distinguish. "83% of global travellers think sustainable travel is vital. 81% intend to stay in a sustainable property at least once in the coming year" (booking.com 2021). Hence guests need to easily find out the facility best suiting their preferences, while businesses want to stand out for the effort they do.

Certification in this context is the means for both ends to meet upon their common interests and goals. Moreover, certification on sustainable performance is meaning more, as it states a responsible and policy commitment. For that reason, it is important for the enterprises to declare that they care for the planet, while it is necessary to know how they do it within their operation.

Goal of the specific training module is to make trainees aware of the importance of certification on sustainability and to make them familiar with the content of sustainable practice in the tourism industry, with the various certifying organizations, the various labels in the tourism industry and the procedures for acquiring one.

b) OBJECTIVES AND COMPETENCES

In the framework of the present module trainees should:

1. Become familiar with **the concept of certification**
2. Become aware of the **benefits** for a tourism enterprise of being certified **on sustainable performance**
3. Learn the **criteria and the levels** for a sustainability label award
4. Be able to plan the adaptation of the operations of a tourism business to certification requirements
5. Become acquainted with some major international sustainability labels and the respective awarding organizations

c) COURSE CONTENTS OR THEMATIC SECTIONS

The concept of certification
- Being certified, what it means:
    o For the business
    o For the customer
- How it works: the components of certification:
    o The business
    o The certifying body
    o The process
    o The label

The benefits for a tourism enterprise of being certified on sustainable performance
- Sustainability in tourism:
    o A marketing concept? Or
    o Applying a responsible policy? or

o   Both?

- Certification in the tourism industry: the benefits for the business

o   Ensuring customers the business's commitment to its mandate

o   Help business locate weak points in performing sustainability

o   Increasing environmental impact

o   Empowering team

Certification criteria on sustainability

- The Global Sustainable Tourism Council (GSTC)

o   (A) Sustainable management;

o   (B) Socioeconomic impact;

o   (C) Cultural impact; and

o   (D) Environmental impact.

- Accreditation of Certifying Bodies

- Prerequisites for being awarded a sustainability label

o   Certification and performance levels

o   Indicators

- The GSTC Industry criteria for Hotels and Tour Operators

Planning the adaptation to certification requirements

- Choosing the right certification label (focus of the business sustainability strategy)

- Communicating with the awarding organization

- Selecting the certification advisor

- The Manual

- The internal processes

- Designing business strategy

- Building the team

- Reviewing operations and evaluating performance

Going through some international sustainability GSTC accredited certificates and the certifying bodies

- Green Key, Biosphere Standard for Hotels, Bureau Veritas, Actively Green, Control Union, United Certifications Systems, Vireo, Tour Cert etc.

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions foreseen by the project, will be characterised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA

• Successful completion of a gamified scenario with narrative branches and awarding of a badge

• Circular tourism tool

f) LENGTH OF THE MODULE

2 hours

g) CORRELATED EUROPEAN FRAMEWORK

GreenComp – Area 3 "Envisioning sustainable futures" – Competence 3.1 "Future literacy"

10 Rethinking Tourism – How to Apply

a) DESCRIPTION

The present module is the closing module of the training programme. As such it re-capitalizes provided knowledge and competences and calls trainees to apply them to the daily operations of a tourism business. An example of the application of a simple sustainability strategy on the hand of a hotel business will be approached and modern tools for potential use will be presented. In the context of a practical exercise attendees are invited to anticipate themselves in specific work positions and to critically review the envisaged duties towards sustainability criteria and deployment of digital technology, so as to act as agents of change for the businesses.

b) OBJECTIVES AND COMPETENCES

• Trainees are expected to structure acquired knowledge and competences during the training programme in view of real work conditions.

• At the end of the module attendees should be able to apply acquired knowledge to the practice of a workplace.

• Trainees should be able to contribute to the application of a simple business sustainability strategy and to help design it and/or become an active part of it.

• They should be aware of the benefits from the compliance of a business with a sustainability strategy and know how to com-municate it.

• Moreover, they should become aware of modern tools deployed within the context of a sustainability strategy and where to procure them.

• They should adopt critical thinking of the operations in the tourism businesses in terms of the businesses' sustainable adaptation.

c) COURSE CONTENTS OR THEMATIC SECTIONS

Recapitalizing knowledge provided during the training course

- Short summary of the knowledge provided within the training programme and the envisaged purpose

- Expectation on skills and knowledges acquired by the trainees

Basic principles for sustainable operation of businesses

- Why acting sustainably
    o   Responsibility to the community and the planet
    o   Better business marketing: Become more attractive to customers
    o   Becoming more competitive: Reduce operational costs

Improving business's sustainability performance

- Reducing carbon print
    o   energy consumption
    o   waste production
    o   water consumption

o plastic consumption

o using local food products

Applying a simple sustainability strategy

- Defining a strategy

o Good practice examples

o Setting a goal (e.g. 10% reduction per annum) and measurable objectives (e.g. 10%/room – floor – facility etc.)

o Defining a starting point – recording baseline data (e.g. energy consumption: in units (kWh) and costs (€): in total (for the facility) and/or per unit e.g. per room – floor and costs for the year 0),

o Measuring progress

- Setting up a plan and a monitoring system - Pursuing goal and objectives

o Means to deploy

a) equipment

b) Staff

c) Customers

o Developing a monitoring system

a) Data Base

b) Data collecting

c) Data processing

d) Staff and tools

o Building Team

a) Training staff

b) Meetings

Communicating effort

- In the market (plan a campaign: over the social media, the webpage, leaflets)

- Sharing it with the customer (preparing information material, leaflets, cards, signposts etc.)

Practical Exercise in small groups

Becoming critical for sustainable action

- My job in the tourism business

o In the hotel business: examples

o In a travel agency: examples

- Helping business become sustainable

o Describing duties of e.g. room maid, kitchen assistant, marketing assistant

o Locating sources of weak sustainable performance

o Defining actions for improvement.

d) EDUCATIONAL METHODS AND TOOLS

To facilitate learning, the didactic structure, within the formal training sessions foreseen by the project, will be characterised by the implementation of appropriate practical activity sessions, functional to support and motivate the path of the entire learning community also through access to an educational programme, Micro-learning pills and adoption of the "Green-Tech toolkit"

e) ASSESSMENT CRITERIA

• Successful completion of a gamified scenario with narrative branches and awarding of a badge

• Circular tourism tool

f) LENGTH OF THE MODULE

3 hours

g) CORRELATED EUROPEAN FRAMEWORK

GreenComp – Area 4 "Acting for sustainability" – Competence 4.3 "Individual initiative"

SUSTAINABLE AND TECHNOLOGICAL
APPROACH TO RETHINK TOURISM

Start