DGI TOURISM

Promoting sustainable thinking in
vocational education and training in tourism

TRAINING PLAN

Handbook

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⟫ Project Information

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Introduction

The **DGI Tourism** project seeks to adapt the vocational education and training (VET) offering to the challenges of the digital age and climate change, innovatively accommodating post-COVID travel & tourism sector needs that enable a **smooth transition** towards more **sustainable strategies** and **futureproofing** the tourism sector.

This handbook outlines the proposed **DGI Tourism Training Plan** that can be adapted for students, trainers, educators, and professionals.

The training plan focuses on the following:
- enhancing workforce skills in **sustainable tourism product development and promotion**
- raising **environmental and socio-cultural awareness** of future tourism professionals
- Improving skills to contribute to the **digital transformation** to drive innovative tourism development and management approaches.

How to use
this handbook

Purpose

This handbook was developed for **VET providers, educators, and professionals** to support the development and adaptation of training courses that harbours the digital, green, and innovative principles of the project through:

- Adoption of the **ECVET profile** of the DGI Tourism Professional
- Executing a **lean training methodology and quality assessment techniques**
- Adapting **relevant training content** for the emergent needs of the learning environment and the values they espouse

Customisation

The training plan is designed to create **customisable paths** for its target users by:
- Accommodating **special topics and areas of interest** within each unit
- Defining the development and promotion of **specific types of tourism experiences or niche markets** the training is intended for

Delivery

Specifically designed for **adaptability and flexibility**, the training plan provides options for **classroom and online training delivery**.

The DGI Tourism Training Plan

The DGI Tourism Professional is adaptable to the evolving needs of the tourism sector and is grounded on the principles of sustainability. They are envisioned to be at the forefront of promoting and leading a more responsible workforce toward a more sustainable tourism sector.

This document describes the critical components of a DGI Tourism training course along with its associated learning outcomes and ECVET credit points.

The ECVET Profile outlined in this handbook provides the knowledge, skills, and competences related to the development and promotion of sustainable tourism products with a view of raising awareness to the current challenges and digitalisation of the tourism sector.

The competences defined in this training plan originates from the outcomes of the first project result (PR1) which identified the following frameworks as basis for developing a market-oriented structure of topics in a modular curriculum: (1) Digital Competence Framework; (2) Total Quality Management; (3) GreenComp Framework.

Pre-requisites

- European-level basic computer skills
- European-level B1 language skills
- Basic technical skills of tourism:
  - Tourism technology
  - Tourist routes
  - Tourist legislation
  - Accounting & administration

Training Outputs

- Acquisition of objective skills
- Application workshops
- Real-life simulation project work

Unit 1
The Tourism Market:

Evolution and trends, development and promotion of a territory with a view to innovation and new technologies

Target Competences

Specific
- Understand and analyse in an innovative way the trends and characteristics of a territory's tourism sector, including the processes necessary for its development and promotion
- Design and implement innovative tourism services related to emerging trends and technologies in tourism

Cross
- Interact in working groups, while adopting communicative methods and behaviours that guarantees the achievement of common goals
- Embody behavioural and strategic characteristics for effective and efficient execution of activities
- Solve problems related to the technical sector of reference using mathematical concepts, methods and tools, and enhancing skills related to the use of foreign languages
- Promote a proactive approaches to problem-solving to enable innovation in addressing critical problems

Duration

Sub-unit 1: 12 hours
Sub-unit 2: 8 hours
Sub-unit 3: 12 hours
Total: 32 hours

Reference Methodologies

Total Quality Management
- Strategic and systematic approach
- Customer-centric approach

ECVET Points

1.92 points per unit
(parameter 0.06 per hour)

Specific Training Output

Research and analysis of innovative tourism products and services

SUB-UNIT 1

Trends and evolution scenarios in the tourism market:
work processes, needs and purchasing habits, use of products and services

- Historical and socio-economic analysis of the tourism sector that defines the current tourism system
- Evolution of the tourism demand and supply, patterns of consumption, and experiences
- New skills, technologies, and IT tools in the tourism
- Effective communication and storytelling in tourism
- Improving customer service and building customer personas and relationships to create meaningful tourism experiences
- Potential special topics: impacts of COVID-19 on the tourism sector, notions of communication science, benchmarking skills based on the EU Pact for Skills

SUB-UNIT 2

Systems for understanding and identifying tourism potential in the natural, cultural, gastronomic, and other local resources

- Understanding and identifying key values of potential and current assets, products, and services related to their ecological, cultural, heritage, aesthetic, and scientific significance
- Developing effective tourism inventories, routes, and circuits for developing meaningful tourism experiences
- Potential special topics: slow tourism, experiential tourism, agri-tourism, wine tourism, sports tourism, and other niche tourism segments

SUB-UNIT 3

Techniques for designing and implementing innovative tourist services:
reference policies, frameworks for innovation, industry standards, and problem-solving

- EU-level legislations relevant to tourism
- Enhancing innovative skills through novel frameworks of design and workflow processes
- Managing tourism products including revenue, risk, and impact management
- Creating and expanding tourism assets and opportunities for product diversification
- International industry standards in tourism product and destination development and management
- Potential special topics: gender and diversity inclusivity, accreditation and certification in the tourism sector, tourism resiliency

Environmental, social, cultural and economic sustainability in tourism

Target Competences

Specific

- Define and apply the concept of environmental, social and economic sustainability in tourism
- Develop and implement sustainable tourism services, aimed at enhancing and integrating the environmental, cultural and economic resources of a territory with a view to innovation and sustainability

Cross

- Interact in working groups, while adopting communicative methods and behaviours that guarantees the achievement of common goals
- Embody behavioural and strategic characteristics for effective and efficient execution of activities
- Solve problems related to the technical sector of reference using mathematical concepts, methods and tools, and enhancing skills related to the use of foreign languages

Duration

Sub-unit 1: 12 hours
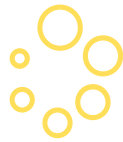Sub-unit 2: 8 hours
Sub-unit 3: 12 hours
Total: 32 hours

ECVET Points

1.92 points per unit
(parameter 0.06 per hour)

Specific Training Output

Design and presentation of an innovative and sustainable tourism product/service

Reference Methodologies

GreenComp Framework

- Embodying the values of sustainability
- Embracing complexity in sustainability

SUB-UNIT 1

Frameworks and reference criteria for sustainable tourism development

- History and evolution of tourism
- Tourism for the 2030 Agenda: UN Sustainable Development Goals (SDGs)
- Understanding the pillars of sustainability:
    - Economic Sustainability: Tourism for economic development
    - Environmental Sustainability: Tourism as a tool for environmental conservation, pollution reduction, and climate action
    - Socio-Cultural Sustainability: Tourism for cultural conservation & heritage preservation, promoting human rights, stakeholder participation, and accessibility
- Systems thinking: Understanding the complexity of sustainability and tourism systems
- Potential special topics: Tourism in the green and circular economy, Glasgow Declaration, Global Plastics Initiative

SUB-UNIT 2

Governance and sustainable management of tourism products and destinations

- Understanding and managing the impacts of tourism
- Addressing the trade-offs arising from sustainable tourism
- Tourism management to avoid over- and under-tourism
- Sustainable tourism destination management
- Potential special topics: Managing niche tourism types (community-based tourism, ecotourism, indigenous tourism)

SUB-UNIT 3

Integrating sustainability in tourism product and service development

- Industry-best practices in:
    - Localising the tourism supply chain
    - Community development and improving social well-being
    - Environmental conservation
    - Cultural and heritage conservation
- Reducing destination and business carbon footprint and energy consumption
- Climate change mitigation and adaptation
- Potential special topics: Green energy, animal welfare, responsible tourism, leave no trace principles

Training Delivery Methods

- In the classroom
- Professional/digital laboratory
- On-the-job training
- Action learning
- E-learning/distance education
- Individual exercise
- Meeting with IT experts
- Group Tutorial
- Company visits
- Workshops
- Simulated enterprise

Evaluation and Assessment

- Technical interview
- Observation on-the-job
- Individual verification/simulated tests
- Group verification/simulated tests
- Project work
- Peer education/review

Education and Teaching Tools

- Paper and digital teaching materials
- Videos
- Case histories
- Exercises

Digitalization as a tool for the development of the tourism sector

◼ Target Competences

Specific
- Implement new technologies and approaches in tourism management
- Define, design, and implement novel methods of customer relationship management within the digital realm
- Develop a tourism communication plan with a focus on managing social media activities

Cross
- Interact in working groups, while adopting communicative methods and behaviours that guarantees the achievement of common goals
- Embody behavioural and strategic characteristics for effective and efficient execution of activities
- Solve problems related to the technical sector of reference using mathematical concepts, methods and tools, and enhancing skills related to the use of foreign languages

◼ Duration

Sub-unit 1: 12 hours
Sub-unit 2: 8 hours
Sub-unit 3: 12 hours
Total: 32 hours

◼ ECVET Points

1.92 points per unit
(parameter 0.06 per hour)

◼ Specific Training Output

Design and presentation of tourism marketing plan

◼ Reference Methodologies

Digital Competence Framework
- Content and Curricula
    - Digital content and OER are widely promoted and used
    - Curricula are redesigned or reinterpreted to reflect the pedagogical possibilities offered by digital technologies
- Collaboration and Networking
    - Networking, sharing, and collaboration are promoted
    - A strategic approach to communic ation is adopted
    - Partnerships developed

SUB-UNIT 1

Digital transformation of the tourism sector

- Introduction to the digital environment in the tourism sector
- The critical role of data-driven decision-making approaches
- Application and management of new technologies for innovative tourism services and their impacts
- Digital economy transformation and skills development
- Solutions-oriented approaches to information technology tools deployment
- Potential special topics: Design thinking for IT service providers, artificial intelligence, big data, virtual reality, Tourism 4.0

SUB-UNIT 2

E-commerce and novel approaches to tourism marketing: Content, social media, cross-media, and multi-channel marketing

- Understanding new types of intermediaries for tourism consumption
- Digital business models and integration requirements
- Mobile connectivity, digital communications, online sales and contactless solutions
- Understanding the evolving landscape of tourism marketing
- Data-driven approaches for customer relationship management
- Digital tourism campaigning and online marketing strategies for tourism products and destinations
- Potential special topics: Search engine optimisation (SEO), influencer marketing,

SUB-UNIT 3

The new relationship with the customer and the new professional figures : responsible data management in tourism

- Data collection, processes, and sharing in the tourism sector
- Understanding and managing the data life cycle in the tourism sector
- Responsible and ethical practices for data management
- Legal frameworks for managing and protecting data in the EU

General Recommendations

- Certification Books could be provided exclusively to students attending the courses, which contain all possible questions and answers to the certification exams
- Options for specialisation and customisation need to be regularly updated to follow technological developments and market trends
- Each unit is recommended to be a pre-requisite for the succeeding units
- Unit 1 Sub-unit 3 on designing and implementing innovative tourist services can be adapted to each unit with different delivery methods to reinforce innovation in designing tourism products and services relevant to the unit

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