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# CVET course catalogue

*For teachers and organizations*

*The CVET Course Catalogue aims to increase the availability of continuing education courses for professionals. The inclusion of the CVET offer in the CVET Catalogue will increase the continuing education of tourism professionals and their competences. The courses were realised through transnational work on topics that emerged as relevant from the skills gap analysis.*

*The course sheets below contain all the necessary information to enable the schools in the partnership, and other interested training organisations, to implement up-to-date courses designed to be micro-credentialed and necessary to meet the challenges of the future.*

**TEEF** TOURISM  
EDUCATION  
FUTURE

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# 1

# Production process engineering in Horeca: *economic, financial and social sustainability for catering companies*

## Target:

The target audience must be professionals working in the tourism and hospitality industry who aim to optimize process development with a focus on sustainability (environmental, social and financial):

- Catering entrepreneurs
- Event managers
- Food & Beverage managers
- Kitchen operators
- Kitchen technicians

**Duration: 24 hours**



## Training objectives:

- To properly choose the raw materials, knowing the supply chain production and the recognition of quality production processes that respect sustainability criteria
- To critically analyze the suppliers, choosing the partners that have certifications and follow protocols linked to the sustainability context
- To define the management process criteria, constructing the internal company protocols and defining good practices and activities to be carried out in the production process
- To construct management algorithms, defining operational patterns for control and realizing expected results

## Teaching methods:

- Face-to-face
- Lecture, case study, project-based learning, simulations in lab

## Teacher:

It is suggested one of the following profiles:

- Degree in agricultural sciences or similar with previous experience in innovative techniques applied to agriculture and in soil, water and pesticide control systems. Professional experience in business consultancy and agricultural production realities
- Degree in business administration with experience in management control and cost analysis for production process efficiency. Professional experience in business consultancy and management related to tourist accommodation businesses
- Computer science graduate or the like for the construction and explanation of applications that can be used in the agri-food sector for the digitisation of production processes. Professional experience linked to companies to produce software linked to the agri-food sector

## Educational content:

### Innovative technologies related to sustainability in agri-food production:

- Hydroponic cultivation
- Precision agriculture (use of applications and technologies that enable the correct timing of plant protection and management operations)

### Soil management

- Resistant varieties to decrease the use of fungicides in agricultural production
- Permaculture for the enrichment and development of bacterial colonies useful for maintaining soil fertility

### Management processes and techniques

- Computerised management systems for the efficient use of raw materials, energy resources and human resources
- Management control over financial and cost aspects of product production and distribution

Max participants: 15



# 2 Active learning with technologies: VR-AR-IA

## Target:

This course is aimed at teachers and professionals in the Tourism sector and others.

**Duration: 40 h**



## Training objectives:

- To understand the characteristics of active learning and how digital competences contribute to it.
- To develop a project to implement in class – where all or either one of the following - artificial intelligence, augmented and virtual reality are used.

## Teaching methods:

- Face-to-face / Online
- Video lecture and project work.

## Teacher:

The teacher / trainer must know how to work with active methodologies, apply artificial intelligence and develop a VR/AR classroom project.

## Educational content:

**Fundamentals of interactive methodologies and digital competence in education.**

**Virtual reality/ augmented reality (VR/AR) in the tourism sector and in classroom environment.**

**Good practice.**

**VR/AR Platforms for teachers; ThingLink and Matterport.**

**Generative artificial intelligence.**

- Current solutions ecosystem
- Prompting engineering for text
- Prompting for images

**Final project to be able to implement in class.**

**Max participants: 15**



# 3 Digital Marketing applied to Tourism

## Target:

Young students or people already working in the sector, who need reskilling or upskilling.

**Duration: 40 h**



## Training objectives:

- To identify and to implement digital marketing and blended marketing strategies, considering the company's global strategy;
- To define strategies for digital tourism distribution channels;
- To plan and to communicate marketing campaigns on social networks;
- To implement digital strategies in order to generate demand and retain customers;
- To apply digital marketing strategies based on the company's goods and / or services;
- To select and to apply promotional channel management techniques;

## Teaching methods:

- Face-to-face / Online
- Video lecture and project work.

## Teacher:

- Certified trainer
- Solid experience, knowledge and skills in:
  - Marketing
  - Digital skills
  - Computer literacy
  - Digital Marketing

## Educational content:

**Integration of digital marketing in traditional marketing;**

**Impact of digital media on the Marketing mix;**

**360° Marketing:**

- Customer experience
- Social networks
- Events organising
- Text and image content
- Partnerships.

**Distribution channels in tourism:**

- Information and combinations
- Services organization.

**Characteristics of writing on the Web:**

- Limitations
- Interactivity.

**Social networks as a Tourism marketing strategy:**

- Rules of use
- Ads
- Business uses
- Social CRM.

**Mobile marketing & mobile commerce:**

- SMS / MMS
- Apps
- Bluetooth
- Search engines
- Bargain hunting and Coupons
- QR Codes
- Banners Ads

**Search engines and marketing**

**Digital Law Regulations regarding Data privacy**

**Ethical considerations**

**Digital Marketing plan.**

**Max participants: 25**



# 4

## Foreign Languages for Hospitality - *Technical English*

### Target:

Young students or people already working in the sector, who need reskilling or upskilling. in using the English language for hotels and catering. English for special purposes.

**Duration: 40 h**

### Training objectives:

- To manage technical English vocabulary in an autonomous way, within a Hospitality environment;
- To address topics including hotel equipment, bookings, food and beverage services, security issues, and career options in the English language.

### Teaching methods:

- Face-to-face or online
- Lecture
- Video lecture
- Case study
- Project work
- Simulations
- Audio -listening
- Role plays
- Dialogues
- Games

### Teacher:

- Certified trainer
- Solid experience, knowledge and skills in teaching English
- Knowledge in teaching English for special purposes

### Educational content:

#### 1st Level

- Welcome
- Hotel Amenities
- Family-Friendly Lodging
- The Guest Room
- Checking In
- Meet the restaurant staff
- Taking a reservation
- Breakfast service
- At the bar
- Meet the kitchen staff
- Utensils
- Food Service Equipment
- Food Preparation

#### 2st Level

- Making a room reservation
- Loyalty programs
- Confirming a reservation
- Housekeeping
- Concierge
- Airport Transfers
- Checking out
- Greeting and Seating Guests
- Explaining the menu
- Taking an order
- Room Service
- Banquets
- Food storage
- Ordering food supplies

#### 3st Level

- Special Functions
- Business Travelers
- Responding to Requests
- Reservation Problems
- Malfunctions
- Responding to Complaints
- Hotel Safety
- Revenue Management
- Making suggestions
- Problems in the dining room
- Working together
- Kitchen safety and sanitation

**Max participants: 25**

# 5 Catering services

## Target:

Professionals already working in the sector, who need reskilling or upskilling in providing catering services

**Duration: 40 h**



## Training objectives:

- To prepare dishes and drinks for customers, according to the required standards and regulations
- To serve food and drinks

## Teaching methods:

- Face-to-face or Online
- Lectures
- Video lectures
- Case studies
- Project work
- Simulations
- Role plays
- Dialogues

## Teacher:

- Certified trainer
- Consolidated experience in teaching, knowledge and skills in both cooking and serving
- Knowledge in HACCP

## Educational content:

- Equipment and tools required for the preparation of simple dishes and beverages
- Operation of food and beverage vending machines
- Organisation-related quality requirements and standards
- Relevant company regulations.
- Relevant laws and regulations (food and personal hygiene, safety, protection and quality)
- Preparation and cooking techniques
- Serving techniques
- Products and ingredients (properties, quality, composition, storage, preparation methods)
- HACCP/ Social Hygiene
- Communication with those involved
- Simple English vocabulary needed for conversations with foreign guests/patients.

**Max participants: 10**  
(depending on the capacity of the available working area)



# 6 Personal development

## Target:

Professionals already working in the sector, who need reskilling or upskilling in providing catering services

**Duration: 40 h**



## Training objectives:

- To position yourself in a multidisciplinary (social or work) context, so that your environment gets to know you and your talents, perspective and ideas.
- To build resilience at work

## Teaching methods:

- Presence or Distance
- Coaching
- Video coaching / counseling
- Case study
- Role plays
- Dialogues

## Teacher:

- Certified trainer/ teacher
- Solid experience in teaching
- Knowledge and skills in psychology, personal development and coaching

## Educational content:

- Humans' Psychology and their behavior (drives and emotions)
- Personality types and communication styles (e.g. Jung)
- Developments in the environment that are important to be able to apply hard-skills
- Formal and informal relations and relevant networks in one's environment
- Drives, talents and development points
- Reflection skills (experience-insight-action)
- Methods and tools to keep up to date with developments in his/her environment
- Environment and talents (professional knowledge and skills)
- Conducting a dialogue and listening actively
- Techniques for asking questions (inquisitive attitude)
- Adapting to new circumstances and remaining flexible
- Thinking positive and keeping focus on solutions
- Asking for help from colleagues
- Taking care of oneself both physically and mentally
- Developing strategies to overcome obstacles / challenges

**Max participants: from 10 to 20**



# 7 E-Marketing - general principles

## Target:

VET-students or people already working in the sector, who need reskilling or upskilling.

**Duration: 40 h**



## Training objectives:

- To identify general marketing concepts and principles
- To recognize marketing-related terminology
- To identify the concepts and principles of e-marketing
- To identify and analyse the main variables of the e-marketing-mix
- To explain the steps and requirements for preparing an e-marketing plan

## Teaching methods:

- Face-to-face / Online
- Lecture, case studies, project work

## Teacher:

- Certified trainer
- Solid experience, knowledge and skills in:
  - Marketing;
  - Digital Marketing

## Educational content:

### *E-Marketing - general principles:*

**Basic concepts and terminology;**

**Strategic E-marketing;**

**Operational E-Marketing;**

**E-Markets: categorization, evolution and variables:**

- Customers – segmentation;
- Market research - objectives and techniques.

### *E-Marketing - main variables:*

**The 4 P's of Marketing Theory applied to**

**E-Marketing: Product; Price; Placement;**

**Promotion;**

**Product value, price and psychological price;**

### *E-Marketing plan:*

**Main requirements of a marketing plan:**

- Assess the market and environment situation;
- Assess the competitiveness of the organization and its principles;
- Plan the objectives and means and adapt development actions and corrective actions.

**E-Marketing plan operationalization;**

**Operational plan development stages:**

- Analysis of the internal and external situation;
- Definition of the plan's objectives;
- Definition of the E-Marketing mix strategy;
- Allocation of resources for the operationalization;
- Setting up the action plan;
- Implementation of the action plan;
- Evaluation of the actions.

**Max participants: 25**



# 8

# Soft Skills ● Communication in Tourism

## Target:

Students already enrolled in VET schools / institutions, recent graduates and professionals already working in the tourism sector, who need re-skilling or up-skilling, and overall professional and personal development.

**Duration: 40 h (2 module of 20 hours)**



## General objectives:

- To improve students and professionals' communication skills
- To equip students with the knowledge necessary to interact with tourists and clients from different cultural backgrounds
- To promote destinations
- To manage possible communication challenges within the tourism industry

## Specific objectives:

### Module 1

- To master customer services communication
- To handle customers' complaints; problem-solving

### Module 2

- To improve intercultural communication
- To promote sustainable tourism communication
- To have an ethical and responsible communication in Tourism

These specific objectives aim to prepare students for the diverse and dynamic communication challenges they will face in the tourism industry, enabling them to provide effective destination promotion, enhance visitor experiences and manage cross-cultural interactions.

## Teaching methods:

- Face-to-face
- Lecture

- Video
- Project work

- Workshops
- Case study

- Role-playing
- Simulations

## Teacher/Instructor:

A certified teacher/trainer/instructor and an experienced professional in the field of Tourism industry, who masters a good understanding of the tourism industry, as well as knowledge of adult learning principles and of training techniques.

# Educational content:

## **Module 1:**

### ***Fundamentals of Customer Service Communication***

#### **Introduction to Customer Service**

##### **Communication**

- Importance of Communication in Tourism.
- Basic Principles of Customer Service.
- Overview of different Communication Channels

##### **Effective Communication Techniques**

- Verbal Communication: Techniques for clear and concise speaking, adapting language to different audiences, and avoiding jargon.
- Non-verbal Communication.
- Written Communication.

##### **Handling Customer Complaints and Problem-Solving**

- Complaint handling process.
- Listening Skills.
- Customer Support.
- Empathy and Apology.
- Problem-Solving Framework.

##### **Continuous Assessment**

- Role-Playing Scenarios
- Customer Service Interactions.
- Complaint Resolution.

##### **Case Studies and Real-Life Examples**

- Success Stories.
- Learning from Mistakes.

## **Module 2:**

### ***Enhancing Intercultural Communication***

#### **Understanding Cultural Differences**

- Introduction to Cultural Dimensions.
- Cultural Awareness.

#### **Communication Across Cultures**

- Verbal and Non-Verbal Differences.
- Language Barriers.

#### **Promoting a Culture of Respect**

- Active Listening.
- Cultural Sensitivity.

#### **Promoting Sustainable Tourism Communication**

- Sustainability
- Education of Tourists

#### **Ethical and Inclusive Communication in Tourism**

- Ethical standards in Tourism Education.
- Inclusive communication.

#### **Continuous Assessment**

##### **• Role-Playing Scenarios**

- Customer Service Interactions and complaint resolutions: practicing effective communication and handling various types of misunderstanding with tourists of different cultural background.

##### **• Case Studies and Real-Life Examples**

- Success Stories.
- Learning from

**Max participants: from 16 to 20**



# 9

## An introduction to Sustainable Tourism

### Target:

Young students or people already working in the sector, who need reskilling or upskilling.

**Duration: 40 h**



### Training objectives:

- To define the concept of sustainable tourism;
- To identify the goals and characteristics of environmental and sustainable tourism;
- To critically and strategically analyze a city / region's natural characteristics and resources;
- To use those natural characteristics and resources to develop sustainable tourism projects / products;
- To promote those products in a digital way, addressing the market needs.

### Teaching methods:

- Face to face / Online
- Lectures, case studies, project work.

### Teacher/Instructor:

Certified trainer.

Solid experience, knowledge and skills in:

- Tourism
- Environment
- Strategic planning



# Educational content:

## ***Environmental and sustainable tourism***

- Concept and evolution
- Importance of sustainable environmental tourism strategy
- Protecting the environment and preserving cultural heritage
- Benefitting local communities and long-term economic viability
- Enhancing tourist experience
- Components of sustainable environmental tourism
- Minimize environmental impact
- Respect wildlife
- Support conservation efforts

## ***Tourism and environment:***

### **Environmental protection in the tourism sector.**

#### **Measuring Tourism impact.**

- Economic, social and cultural, environmental

#### **Including mitigation measures:**

- Economic Impact Mitigation (Fair Trade, Seasonal Employment, ...)
- Sociocultural Impact Mitigation
- Community Involvement; Cultural Sensitivity; Carrying Capacity Management
- Environmental Impact Mitigation
- Resource Conservation; Sustainable Transportation
- Responsible Waste Management; habitat and wildlife Protection

### **Following regulations and guidance documents related to environment protection.**

### **Nature tourism: protected areas as a tourism destination.**

## ***Conflicts between conservation and population interests***

### **Involving the local communities and stakeholders in the design of the tourism package.**

- Identifying stakeholders: Community members, Businesses, Governments, NGOs

### **Fostering Open Communication:**

- Community meetings
- Focus groups
- Surveys and questionnaires

### **Leveraging Local Knowledge:**

- Participatory mapping
- Traditional knowledge workshops
- Skill-building workshops

### **Integrating Community Values:**

- Support local livelihoods
- Showcase cultural heritage
- Respect sensitive areas

### **Ensuring Transparency and Benefits:**

- Clearly communicate revenue sharing
- Establish decision-making structures
- Prioritize fair wages and working conditions

### **Using Technology for Collaboration:**

- Online forums
- Social media engagement
- Mobile applications

## ***Planning economic and environmentally sustainable tourism packages***

- Selecting partners using environmental criteria
- Accommodation
- Gastronomy
- Transport and logistics
- Leisure

## ***Promoting sustainable tourism packages, mostly using digital tools***



# 10

## Final certification of CVET courses

In several EU countries microcredential certificates can be provided by the VET organisation, while in other countries only governmental education and labour authorities can provide microcredential certificates. Therefore, VET organisations in these countries will only be able to provide a certificate of attendance

**The courses presented here are designed to be recognisable with microcredentials**

Each VET provider implementing these courses, however, will be free to certify the course according to its own needs and those of the participants





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