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TOURISM
ACADEMY

TRAINING OF TRAINERS IN TOURISM SECTOR



LEARN TOURISM IN THE COUNTRY OF THE CENTAURS!



"TOURISM AWARDS 2017" in the category "People Strategy: Training Programs and specialization in Tourism Sector. Link with the labour market"

TRAINING OF TRAINERS IN GENERAL

The content of the training program is the following:

- The Theoretical Framework – The principals and the target groups
- Training Needs
- Design of Adult Education Programs
- Evaluation of Adult Education Programs
- Educational Methods and Techniques
- Educational Resources and Infrastructures
- Implementation of Adult Education Programs
- Use of Innovative Tools and Modern Technologies
- Design and Implementation of Micro-teaching
- Basic Skills - Gender and Interculturalism

SMART TOURISM DESTINATION*

* This training can be provided also separately this means that the participants have the opportunity to be trained only into creative tourism or sustainable tourism etc.

A) CREATIVE TOURISM

The training provides an overview of the key trends and values of the contemporary cultural and creative industries, which provide a theoretical and contextual background for the development of projects that are in tune with the lifestyle and expectations of the new generation of “creative tourists”!

Creative tourism Curriculum

INTRODUCTION AND UNDERSTANDING THE CONCEPT OF CREATIVE TOURISM

- * What is Creative Tourism?
- * Who are Creative Tourists?

- * How the concept of creative tourism can be applied to destinations

EXPLORING INNOVATION AND ITS APPLICATION

- * Innovation
- * Entrepreneurship
- * Creativity

UNDERSTANDING THE CULTURAL & CREATIVE INDUSTRIES

- * CREATIVITY as background
- * Creativity as ACTIVE PARTICIPATION

CO-PRODUCTION: GENERATING A CREATIVE TOURISM PROPOSAL

- * A hands on exercise in CREATIVE CO-PRODUCTION using DESIGN THINKING

B) SUSTAINABLE TOURISM

The training offers practical insights and effective steps to help to improve the sustainability in order to strengthen the awareness of sustainable tourism in destinations around the world.

Sustainable Tourism Curriculum

INTRODUCTION AND UNDERSTANDING THE CONCEPT OF “SUSTAINABLE TOURISM”

- Definition and history
- Sustainable tourism origin market and connections to destinations
- Identify stakeholders, current situation and political and scientific strategies

INTRODUCTION TO MANAGEMENT OF “SUSTAINABLE TOURISM”

- Effects and influences of tourism management strategies and performance management
- Environmental impacts and actions
- Sustainable development and stakeholders

- Business development, communications and economics in sustainable tourism

ENVIRONMENTAL MANAGEMENT PRACTICE IN THE TOURISM SECTOR

- Environment management plan for destination - The structure
- Environment management plan for destination - The guideline

C) ICT TOOLS & APPLICATIONS IN TOURISM TRAINING

The training aims to provide an in-depth understanding of the ICT tools and technologies that may be used for the development of tourism-based sectors and creative tourism.

Ict tools & applications in Tourism Curriculum

- ICT POSSIBILITIES IN TOURISM DEVELOPMENT
- THE ROLE OF ICT IN SMART DESTINATIONS, TOURISM INTERPRETATION AND SUSTAINABLE TOURISM
- ICT IN TOURISM MARKETING AND COMMERCIALIZATION

D) GOVERNANCE & SOCIAL PARTICIPATION

The training aims to provide knowledge and skills to manage and boost social participation according to the different stages of development of a tourist destination.

Governance & Social Participation Curriculum

- INTRODUCTION TO CONCEPTS OF GOVERNANCE, SOCIAL PARTICIPATION & EMPOWERMENT OF TOURISM DESTINATIONS
- INTELLIGENT AND RESPONSIBLE TERRITORIAL AND TOURISM MODEL ON THE BASIS OF GOVERNANCE, PARTICIPATION AND SOCIAL ENGAGEMENT
- GOVERNANCE AND SOCIAL PARTICIPATION TOOLS AND TECHNIQUES USED IN TOURISM DESTINATION MANAGEMENT

E) RESPONSIBLE TOURISM

The training aims to provide general knowledge on Corporate Social Responsibility (principles and practices), and skills to implement responsible corporate strategies at two stepped levels: firstly, by setting the basis of CSR at the heart of tourism companies, and progressively extend the principles of CSR to all the sectors concerned in tourism destinations.

Responsible Tourism Curriculum

- INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY. THEORETICAL FOUNDATIONS. SOCIAL, ECONOMIC, AND ENVIRONMENTAL CHALLENGES AT TOURIST SECTOR/DESTINATION LEVEL
- FROM CORPORATE SOCIAL RESPONSIBILITY IN TOURISM TO RESPONSIBLE TOURISM DESTINATIONS
- CORPORATE SOCIAL RESPONSIBILITY: CERTIFICATIONS, CODES OF CONDUCT AND GUIDELINES. APPLICATION WITHIN THE TOURISM SECTOR

CULTURAL AWARENESS & SOCIAL SKILLS IN TOURISM

The training concerns those who work or are interested to work in the tourism and hospitality industry in order to develop appropriate interpersonal and cultural awareness skills, the ability to recognize cultural differences in personal values and behaviour and acquire the know-how to manage cultural diversity on the basis on their own identified needs.

CULTURE IN INTERCULTURAL COMMUNICATION

- Introduction to Intercultural Communication
- Types of Communication
- Effective Communication
- Concepts of culture that have influence on communication

EMOTIONAL INTELLIGENCE IN INTERCULTURAL ENVIRONMENTS

- What is Emotional Intelligence?
- Building Confidence and Assertiveness
- Conflict management in Intercultural communication

CULTURE AND CULTURAL AWARENESS

- Culture and Personal Identity
- Culture as a development source
- Culture as production of goods and services

CULTURAL DIVERSITY

- Managing the dynamics of difference across cultures
- Cultural Diversity in People's Attitudes and Perceptions
- Sustainable Tourism development

DIGITALIZATION AND CULTURE

- Digitalization on access to culture of cultural contents
- Cultural digitalization

For more information please visit our website www.tourismacademy.eu

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