

## INTERNATIONAL E-STUDY PROGRAMME BOOSTING TOURISM BUSINESS GROWTH

SUPPORTING THE DEVELOPMENT  
OF THE CENTRAL BALTIC AREA  
AS A COHERENT TOURISM  
DESTINATION



### Boosting tourism business growth through higher vocational education (BOOSTED)

The BOOSTED project aims at providing an aligned and relevant skillset for the CB region tourism industry to grow as a coherent tourism destination.

**PROJECT DURATION:**  
01.11.2016 – 31.10.2019

**PROGRAMME:**  
Interreg Central Baltic

#### PROJECT PARTNERS



Satakunta University of Applied Sciences (Finland)



Tallinn University of Technology  
Kuressaare College /EMERA Centre  
for Blue Economy (Estonia)



Vidzeme University of Applied Sciences (Latvia)



University of Latvia (Latvia)

## STUDY COURSES



Tourism Products and Experience Design, 6 ECTS



Cultural Competence in Customer Service, 3 ECTS



Digital Marketing Communication and Content Management, 6 ECTS



Forecasting Tourism in the Age of Uncertainty, 3 ECTS



Increasing Competitiveness by Cooperation, 6 ECTS



Proactivity and Creative Performance, 3 ECTS



Boosting Sales in Tourism, 3 ECTS



Innovation Camp in Product Development, 3 ECTS

## THE CURRICULUM

### Extent of the curriculum

33 ECTS credits

**Curriculum level** EQF 6, Bachelor level

### Purpose

As tourism is expected to increase its importance and continue growing, the purpose of this curriculum is to provide aligned and relevant skillset and knowledge necessary for meeting challenges and exploring opportunities of the tourism industry. During the program students will acquire specialized tourism business development skills and knowledge relevant for various tourism related sectors and actors for boosting growth and competitiveness of the industry. The course module enables students to develop skills and knowledge needed for coping with changing circumstances of the tourism business, especially with increasing international tourism flows in the Baltics. The industry-driven curriculum was planned in cooperation with professionals and is based on the future needs in the tourism industry.

### Key learning outcomes

The core courses aim at increasing key skills and knowledge in designing experience-based products to deal with challenges related to seasonality, managing marketing communication in contemporary organizations and developing successful, multi-sectoral cooperation in different the Baltics destinations. In addition, students acquire skills and knowledge in international customer service and develop sensitivity related to cultural differences. They acquire skills and knowledge in selling destinations, tourism products and services to meet specific customer's needs. Students are introduced to different methods and tools to forecast global changes and their impact on tourism related businesses. Additionally, the emphasis is placed on a personal development significant for building careers in tourism, i.e. innovativeness, creativeness and proactivity.

## BUSINESS DEVELOPMENT SKILLSET IN TOURISM

### Design and development of product and experience

- Developing innovative and authentic tourism products and high-quality experiences
- Designing and offering diversified products to specific market segments
- Developing versatile offering from the interfaces of tourism and other fields
- Use of local natural and cultural heritage
- Tackling the challenges of seasonality; offering off-season products
- Using the Information and Communication Technologies as a part of tourism product
- Strengthening the economic sustainability in product development

### Multi-channel sales and marketing communication

- Understanding buying behavior in tourism
- Using digital tools to enhance online visibility of destinations and products: use of social media, mobile technology and interactive websites
- Designing creative, high quality visual materials
- Using thematic sales channels and models for searching and selling products online
- Improving student's skills in sales

### Multi-sectoral approach, cooperation and networking

- Cooperation between various stakeholders and different sectors
- Theme-based cooperation
- Establishing, managing, and evaluating cooperation
- Using innovative cooperation models
- Collaborative product development, marketing communication and sales

### Cultural awareness and internationalization

- Identifying international target groups
- Applying customer know-how and market knowledge
- Understanding special characteristics of different cultures and their impact on business activities
- Enhancing international customer service skills
- Knowledge of special features of one's own culture

### Managing business operations and entrepreneurial competences

- Managing human resources, especially younger staff members
- Understanding key pricing factors and factors related to a profitable tourism business
- Implementing risk management strategies
- Identifying operational environment with all its sectors and actors
- Developing analytical foresight skills and awareness of trends
- Developing an entrepreneurial attitude
- Using digital technologies in business operations

## FOR TEACHER

### CHALLENGES

- Differences in students' backgrounds, attitudes, motivations and working cultures (activity in Moodle, difficulties to organize group work)
- Different needs and motivations in student and entrepreneur/employee segments (credits vs. content; time resources)
- High numbers of drop-outs
- Balancing e-studies and national requirements for study process
- Use of industry case studies in an engaging way
- Assessing progress without student feedback

### LESSONS

- Registration for courses should not be too early
- E-teaching in practice - more proactive engagement from students
- Motivate undergraduate students to work regularly according to instructor's schedule
- Divide 6ECTS courses into smaller segments for better student engagement
- Provide more time (duration) for course to achieve daily class objectives
- Formulate separate approaches for student and entrepreneur audiences
- Instruct students on proper use of Moodle platform