



"Current Trends in Tourism Development, Education and Research in the Baltic Sea Region" national coaching event

TOURISM EDUCATION DEVELOPMENT IN ONLINE ENVIRONMENT IN PROJECT BOOSTED – EDUCATION FOR TOURISM BUSINESS DEVELOPMENT

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Importance of education in tourism

- ✓ Tourism industry as complex of labour-intensive services
- ✓ Tourism company success - industry-quality, well-educated and skilled employees

(Amoah and Baum, 1997; Avcıkurt et al., 2012)

- ✓ Difficulties both in finding skilled employees and in keeping their existing skilled employees in hand

(Richardson, 2009, Unguren, Kacmaz, Kahvecki, 2015)

Online education in tourism

- ✓ Global development trend of distance education, “e-learning” , “online education” including intourism education

(Moore, Kearsley, 2011, Cantoni, Kalbaska, Inversini, 2009, Deale, 2013)

- ✓ In hospitality and tourism primary target group for online courses, having main target groups
 - ✓ young students who want to receive **interactive** educational materials and receive **flexibility** , combination with part-time employment
 - ✓ hospitality and tourism employees looking for **long-life learning** opportunities

(Cantoni et al., 2009, Deale, 2013)

Online education challenges

- ✓ Lack a sense of community online and problems connecting in meaningful ways with their peer-students and instructors
(LaPointe & Reisetter, 2008, Kanuka, Collett, & Caswell, 2002, Deale 2013)
- ✓ Need for synchronous learning opportunities and debates and critical discourse in real time
(McBrien, Jones, & Cheng, 2009; West & Jones, 2007, Desena, 2011)
- ✓ Synchronous learning opportunities live chats, discussions, video conferencing, etc. (Meloni, 2010)

BOOSTING TOURISM BUSINESS GROWTH THROUGH HIGHER VOCATIONAL EDUCATION (BOOSTED)

- **Programme:** Interreg, Central Baltic

Objective: *More aligned vocational education and training (VET) programmes in the Central Baltic region.*

- **Project duration:** 01.11.2016 – 31.10.2019

- **Project partners**

- **Satakunta University of Applied Sciences (FI)**
- Tallinn University of Technology, Kuressaare College (EE)
- Vidzeme University of Applied Sciences (LV)
- University of Latvia (LV)
- University of Tartu, Pärnu College (EE) (*Associated partner*)
- Saimaa University of Applied Sciences (FI) (*Associated partner*)



What will be done?

Research phase

Identifying the skills and competencies needed for tourism industry

Curriculum phase

Translating the skills and competencies into a joint curriculum
(33 ECTS)

Implementation phase

Implementation of the new curriculum and the study programme
(6 courses)

Product and experience design and development

- Developing innovative and authentic tourism products and experiences of high quality
- Designing and offering diversified products to specific segments
- Developing versatile offerings 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 ICT as part of a tourism product
- Strengthening economic sustainability in product development

Multi-channelled sales and marketing communication

- Understanding buying behaviour 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 personal selling skills

Multi-sectorality, cooperation and networking

- Cooperation between different 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 internationalisation

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

Managing business operations and entrepreneurial competence

- Managing human resources, especially the younger staff members
- Understanding the key pricing factors and factors related to a profitable tourism business
- Implementing risk management strategies
- Identifying the operating 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

DIGITALISATION, PERSONAL CHARACTERISTICS, AND LANGUAGE SKILLS

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Title of the curriculum	Boosting Tourism Business Growth -Supporting the Development of the Central Baltic Area as a Coherent Tourism Destination
Extent of the curriculum	33 ECTS credits
Curriculum level	EQF 6, Bachelor level
Duration of the curriculum	1 year (autumn and spring semesters)
Target group	The second, third, and fourth year tourism and hospitality bachelor degree students, students from other relevant degree programmes, tourism professionals

DIGITALISATION, PERSONAL CHARACTERISTICS, AND LANGUAGE SKILLS

STUDY COURSES

1. Tourism Product and Experience Design, 6 ECTS
2. Digital Marketing Communication and Content Management, 6 ECTS
3. Increasing Competitiveness by Cooperation, 6 ECTS
4. Boosting Sales in Tourism, 3 ECTS
5. Cultural Competence in Customer Service, 3 ECTS
6. Forecasting Tourism in the Age of Uncertainty, 3 ECTS
7. Proactivity and Creative Performance, 3 ECTS
8. Innovation Camp in Product Development, 3 ECTS

Tourism Product and Experience Design, 6 ECTS, TUTKC

- Innovation, creativity and co-creation in experience based product design; competitiveness and differentiation through natural and cultural heritage; actor-network theory and product differentiation; international trend analysis in experience based product design and development

Digital Marketing Communication and Content Management, 6 ECTS, LU

- Using internet as a communication tool in tourism; Digital communications models; Digital marketing mix (7P) and marketing communication; The internet audience, consumer behaviour and customer profiles; Designing digital experience: web site and mobile marketing; Web site design, structure, aesthetics and navigation; Content strategy, storytelling and copywriting; Social media marketing and its optimization; Traffic building techniques and communication mix; Online marketing metrics and analytics

Increasing Competitiveness by Cooperation, 6 ECTS, SAMK

- Strategies, advantages, and objectives of cooperation; trust building; networking; cooperation models, coopetition; establishing and managing cooperation; local engagement; multisectoral and thematic cooperation

Forecasting Tourism in the Age of Uncertainty, 3 ECTS, ViA

- Tourism business in the context of global changes. Sources of data for tourism trend forecasting. Approaches and technics to data analysis. The futurology in the business. Technics and IT tools for dynamic modelling - forecasting, risk analysis, performance analysis. Practical introduction to IT software of dynamic business systems modelling.

Proactivity and Creative Performance, 3 ECTS

- The role of proactive personality in contemporary work environment; The relationship between proactivity and creativity; The proactive personality, its development, real and imaginary barriers of proactivity; The proactive professional specifically in different sectors of tourism; Creativity as the product of individual mind and stimulation of creative mindset; Practical application of creativity on organizational level

Cultural Competence in Customer Service, 3 ECTS

- Awareness and acknowledge in cultures; Cultural identification of the incoming tourism target markets in the Baltic Sea Region; Analyses of cultural differences and their impact to customer behavior in tourism; Defining customer needs and expectations in cultural context; Cultural competences as business skills.



Boosting Sales in Tourism, 3 ECTS

- Principals of selling in tourism; Customer needs applied to selling tourism products for different target groups; Sales process planning and organization; Distribution channels in tourism (traditional and new); Digitalization of sales channels; Personal selling in tourism; Selling techniques and instruments applied in tourism; New tendencies in destination selling .

Innovation Camp in Product Development, 3 ECTS

- Active project based learning; case study approach; multi-cultural and multi-sectoral cooperation in product design and innovation

International environment

Skills and knowledge for boosting tourism business growth and competitiveness, especially in international tourism

Tourism courses + innovation camp in Kurssaare

Flexible online learning environment

Design memorable experience-based products and improve your skills in digital marketing and communication

Lear to sell tourism destinations and their products as well as learn how to manage cooperation successfully

forecasting global changes and their impact on tourism businesses



**LATVIJAS
UNIVERSITATE**
ANNO 1919

Thank you for your attention Questions



Study in an international environment!

