

EDUCATION AND TRAINING AREA:



Digital Tourism Technician

| 812 – Tourism and Leisure |
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| |
| QUALIFICATION LEVEL: |
| 4 EQF |
| |
| GENERAL DESCRIPTION OF THE QUALIFICATION: |
| To create, to develop, to promote and to sell online Tourism products, tangible or non-tangible, small or big, private or public. |
| |
| CONTEXT CONDITIONS: |
| Works in organizations of the Tourism sector, with both traditional business models and online/cloud business ones, and on its own, focusing on the digital travel market. |
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LEARNING UNITS (LU) MAPPING:

COMPULSORY (NUCLEAR) LEARNING UNITS

| LEARNING UNIT | Code LU | LEARNING SUBUNITS | Code LSU | ECVET |
|--|---------|--|----------|-------|
| | | Tourism sector organizations and operations | 01.1 | 2 |
| To Frame Tourism in the Economy | 01 | Tourism Geography | 01.2 | 1 |
| To Frame Tourism in the Economy | OI . | Inclusive Tourism | 01.3 | 1 |
| | | Tourism demand and offer | 01.4 | 2 |
| To Organize and To Promote Tourism Resources | 02 | Information and promotion of thematic tourism products | 02.1 | 2 |
| To Organize and To Fromote Tourism Nesources | 02 | Design and organization of tourism programs | 02.2 | 2 |
| To Apply Marketing Principles to Tourism | 03 | Tourism Marketing | 03.1 | 3 |
| To Manage the Human Environment in Tourism Organizations | 04 | Teamwork and Collaboration in Tourism | 04.1 | 1 |
| To Manage the Human Environment in Tourism Organizations | 04 | Safety and Health Regulations in Tourism | 04.2 | 1 |
| To develop a responsible Tourism policy | 05 | Tourism planning and tourism impacts | 05.1 | 3 |
| To develop a responsible Tourism policy | 03 | Sustainable tourism | 05.2 | 1 |
| To promote and sell Tourism experiences | 06 | Tourism services negotiation and sales techniques | 06.1 | 1 |
| To promote and sen rounsin experiences | 00 | Tourism destination information and promotion | 06.2 | 2 |
| | | E-Marketing - general principles | 07.1 | 2 |
| To design Digital Marketing strategies | 07 | Digital Marketing | 07.2 | 2 |
| | | Digital Marketing applied to Tourism | 07.3 | 3 |



| To think out of the box | 08 | Creativity in Communication | 08.1 | 2 |
|---|----|--|------|---|
| To adapt Tourism activity to the Digital Era | 09 | Digital content management | 09.1 | 2 |
| To daupt rounding to the Digital Era | 03 | Communication plans and campaigns - virtual sales | 09.2 | 3 |
| To virtually connect Tourism organizations and Customers | 10 | Digital Marketing techniques and social media management | 10.1 | 3 |
| To virtually conflict rounsin organizations and customers | 10 | Social media applications | 10.2 | 2 |
| To regulate the Digital World | 11 | Digital Law | 11.1 | 1 |
| To build a database that strengthens the relationship with | 12 | Database development | 12.1 | 2 |
| Customers | 12 | CRM - Customer Relationship Management | 12.2 | 2 |
| To create a Tourism oriented project using multimedia tools | 13 | Multimedia project management and methodology | 13.1 | 4 |

Concerning ECVET, and as this course only has the Technological part, the proposed division for the course four components is:

- ✓ Socio-Cultural Learning Subunits (total) = 54 ECVET;
- ✓ Scientific Learning Subunits (total) = 27 ECVET;
- ✓ Technical Learning Subunits (total) = 54 ECVET;
- ✓ Work Based Learning = 45 ECVET.

The LSUs detailed in the following pages sum up to 50 ECVETs, leaving 4 ECVETs to the 200 hours Pool's LSU that need to be added to the course curricula.



| LEA | LEARNING UNIT | | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|---|---|--|--|--------------------------------|-------------|----------|---------|
| To Frame To | urism in the Economy | Tourism sector organizations and operations | Nuclear | 01 | 01.1 | 50 | 2 |
| Job Achievements | Performance Criteria | Outputs | | Resources | | | |
| To gather, to process and to | * Using proper research tools; | * Documents characterizing Tourism | * Comput | er equip | ment: co | mputers | and |
| analyse information concerning | * Analysing the information and | organizations; | software | software for searching, proces | | cessing, | editing |
| Tourism sect0or organizations and operations. | presenting it in a clear and organized way; * Facing case studies, being able to answer in a detailed and objective way; * Understanding the national Tourism structure's framework, its key players and their roles. | * Flowcharts with Tourism sector's players roles and key operations. | software for searching, proces and saving information; * Internet; * Office supplies; * National and international T strategic documents (Tourism European Commission,). | | | | |
| | | | | | | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET | |
|--|---|--|-----------|-------------|--------------|-------------|--|
| To Frame Tourism in the Economy | Tourism sector organizations and operations | Nuclear | 01 | 01.1 | 50 | 2 | |
| Knowledge | Ability | Attitude | | | | | |
| * Organizations responsible for the regulation, | * To differentiate public and private organizations and their | * To show | researc | h initiativ | e; | | |
| sustainable development, innovation and quality of | goals; | * To show | accurac | y doing th | ne gathering | g, analysis | |
| the tourism sector; | * To distinguish national and multinational field of | and systematization of information; | | | | | |
| * Organizations responsible for the promotion of the | operations; | * To work efficiently both autonomously an | | ly and in | | | |
| tourism sector - national and international; | * To identify the most relevant national and international | group; | | | | | |
| * Structure and operations of tourism players in the | Tourism organizations, their roles and competences; | * To show | critical | spirit; | | | |
| various tourism subsectors; | * To understand the difference between online companies | * To be op | en-min | led; | | | |
| * Multinational vs. national; | and online presence of a traditional company; | * To be flu | ient, bot | h verbal a | and written | | |
| * Public vs. private; | * To identify each organization department, and its role and | | | | | | |
| * Big vs. SMEs; | competences towards business success. | | | | | | |
| * Traditional Business vs. E-Business; | | | | | | | |
| * Organization departments and roles. | | | | | | | |



| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|---------------------------------|---|---|---|---------------------------------------|-----------------------|----------|-------|
| To Frame Tourism in the Economy | | Tourism Geography | Nuclear | 01 | 01.2 | 25 | 1 |
| Job Achievements | Performance Criteria | Outputs | Resources | | | | |
| To gather, to process and to | * Using proper research tools; | * Documents characterizing country's and | * Comput | er equip | ment: co | omputers | and |
| analyse information concerning | * Analysing the information and | main incoming / outgoing destinations' | software for searching, processing, ed | | editing | | |
| national Tourism resources and | presenting it in a clear and organized way; | Tourism; | and saving information; | | | | |
| potentialities. | * Facing case studies, being able to answer in a detailed and objective way; * Describing the country's Tourism main characteristics, from a national and international point of view; * Explaining the country's Tourism most relevant added values. | * National and international Tourism markets data sheets. | * Internet * Office su * Nationa official do European | ; upplies; I and int cuments | ernation s (Touris | m Boards | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|--|---|--|-------------|-------------|--------------|---------|
| To Frame Tourism in the Economy | Tourism Geography | Nuclear | 01 | 01.2 | 25 | 1 |
| Knowledge | Ability | Attitude | | | | |
| * Country and its dimensions; | * To identify the country's geographical position - location, | * To show r | esearch ir | nitiative; | | |
| * Location and territorial organization; | characteristics and activities; | * To show a | ccuracy d | oing the g | gathering, a | nalysis |
| * Evolution of economic activities, distribution and | * To identify the climatic diversity of the various regions; | and system | atization o | of informa | ition; | |
| occupation of the population in the territory; | * To identify the main types and flows of tourism; | * To work efficiently both autonomously and in | | | nd in | |
| * Climate factors and their geographic climatic | * To describe and to characterize tourism regions. | group; | | | | |
| dynamics; | | * To show creative and critical spirit; | | | | |
| * Types of climate and their distribution throughout | | * To be ope | n-minded | ; | | |
| the territory; | | * To be flue | nt, both v | erbal and | written. | |
| * Natural regions; | | | | | | |
| * Tourism flows; | | | | | | |
| * Incoming and outgoing tourism flows; | | | | | | |
| * Tourism regions; | | | | | | |
| * Routes and its tourism relevance; | | | | | | |
| * Heritage as a tourism resource; | | | | | | |



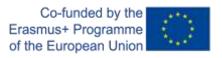


| * Animation and tourism; | |
|---|--|
| * Holidays destinations; | |
| * Business destinations; | |
| * Most relevant traditional itineraries; | |
| * Innovative itineraries and forms of "alternative" | |
| tourism; | |
| * Types of tourism; | |
| * The new frameworks of rural and urban space. | |
| | |



| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|--|--|--|---|--|--|-------|-----------------------------|
| To Frame Tourism in the Economy | | Inclusive Tourism | Nuclear | 01 | 01.3 | 25 | 1 |
| Job Achievements | Performance Criteria | Outputs | | Resources | | | |
| To gather, to process and to analyse information concerning disabled Tourists needs and its specific national and European law requirements. | * Using proper research tools; * Analysing the information and presenting it in a clear and organized way; * Facing case studies, being able to answer in a detailed and objective way; * Designing or including services accessible to customers with disabilities into the organization's policies, profile and products. | * Documents characterizing Inclusive Tourism; * Tourism product sheet targeted to customers with disabilities; *Digital promotional materials for Inclusive Tourism. | * Internet * Office : * Manual elaborat products * Service * Organi * Regula | e for search and information and detection a | ching, pro ation; nal proce igital prod as its form quality m trategic p | | the tourism idelines; |





| TOURISM | | |
|---------|--|--|
| | | * Evaluation report on the quality of services |
| | | provided; |
| | | * Evaluation report on the impacts of the |
| | | digital dissemination actions. |
| | | |

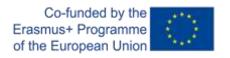


| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET | |
|---|---|--|------------|-------------|------------|-------------|--|
| To Frame Tourism in the Economy | Inclusive Tourism | Nuclear | 01 | 01.3 | 25 | 1 | |
| Knowledge | Ability | Attitude | | | | | |
| * The tourist with disabilities; | * To collect and to edit the information to be placed on the | * To show | research | initiative; | | | |
| * Online promotion and sale of travel and | organization's website and design it so that it is accessible | * To show | accuracy | doing the | gathering | g, analysis | |
| accommodation: | and useful for customers with disabilities; | and systematization of information; | | | | | |
| - Inclusive tourism offer; | * To digitally promote tourism packages and to create digital | * To work efficiently both autonomously and in | | | ly and in | | |
| - Technical requirements for online communication; | promotional materials for tourism destinations or services | group; | | | | | |
| - Tourism packages and promotional materials; | accessible to customers with disabilities. | * To be op | en-minde | ed; | | | |
| - Disabilities vs offer requirements; | | * To be en | nphatic to | wards cu | stomers w | vith | |
| - Inclusive offer in transport, accommodation, F&B | | disabilities | 5; | | | | |
| and leisure activities; | | * To show | creative | and critica | ıl spirit; | | |
| - Gathering, validation and adequacy of information | | * To be co | mmercial | ly savvy; | | | |
| to this target. | | * To show | creative | skills; | | | |
| | | * To be able to work with digital tools; | | | | | |
| | | * To be fluent, both verbal and written. | | | | | |



| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|----------------------------------|---|--|---|-----------|-------------|-----------|-----------|
| To Frame To | urism in the Economy | Tourism demand and supply | Nuclear 01 01.4 50 | | 2 | | |
| Job Achievements | Performance Criteria | Outputs | | Resources | | | |
| To gather, to process and to | * Using proper research tools; | * Documents characterizing national and | * Comput | er equip | ment: o | computer | s and |
| analyse information concerning | * Analysing the information and | international Tourism demand and supply; | software | for sear | ching, p | rocessing | , editing |
| Tourism offer & supply and to | presenting it in a clear and organized way; | * Digital Tourism product sheet with basic and | and saving | g inform | ation; | | |
| present it in a well-planned and | * Facing case studies, being able to | complementary components; | * Internet; | | | | |
| market focused way. | answer in a detailed, creative and | complementary components, | * Office supplies; | | | | |
| | objective way; | * Digital promotional materials. | * National and international Tourism | | | | |
| | * Selecting Tourism components and | | official do | cument | s (Touri | sm Board | s, WTO, |
| | activities according to the characteristics | | European | Commi | ssion, |); | |
| | of the target audience and specifications | | * Manual | of inter | nal pro | cedures f | or the |
| | in the case of special groups; | | elaboration of digital tourism products, as | | | | |
| | * Designing a simple Digital Tourism | | well as its | forms a | nd guid | elines; | |
| | project or product according to the | | * Tourism | packag | es flyers | s; | |
| | market needs and the organization's | | * Service | delivery | quality | manual; | |
| | policies and profile. | | * Organiza | ation's s | trategic | plan; | |





| TOURISM | | |
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| | | * Evaluation report on the quality of |
| | | services provided; |
| | | * Evaluation report on the impacts of the |
| | | digital dissemination actions. |
| | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | TYPE CODE CODE LSU HOURS E | | ECVET | |
|--|---|--|----------------------------|-------------|------------|-------------|
| To Frame Tourism in the Economy | Tourism demand and supply | Nuclear | 01 | 01.4 | 50 | 2 |
| Knowledge | Ability | | | Attitude | | |
| * Tourism demand: | * To identify and to characterize the several components of | * To show | research | initiative; | | |
| - Concept and forms; | tourism demand and supply; | * To show | accuracy | doing the | gathering | g, analysis |
| - Fundamental characteristic; | * To digitally promote tourism packages and to create digital | and syster | matizatior | of inform | nation; | |
| - Determining factors; | promotional materials that includes one, some or all | * To work | efficiently | both aut | onomous | ly and in |
| - Size and characteristics; | components of a tourism offer. | group; | | | | |
| - Tourist's different characteristics and motivations; | | * To show | creative | and critica | l spirit; | |
| - Evolution trends and the emergence of new types | | * To show | technical | precision | in plannii | ng; |
| of tourism; | | * To able t | to networ | k and to p | ropose pa | rtnerships; |
| - Prospects for international demand. | | * To be ab | le to worl | with digi | tal tools; | |
| * Tourism offer: | | * To be co | mmercial | ly savvy; | | |
| - Characteristics and components; | | * To be op | en-minde | d; | | |
| - Tourism businesses; | | * To be fluent, both verbal and written. | | | | |
| - Components of the tourism offer: | | | | | | |
| Basic components: | | | | | | |

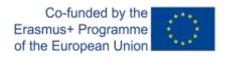


| Transport; |
|--|
| Accommodation; |
| Catering and drinks; |
| Guided tours. |
| Complementary components: |
| Tourist attractions; |
| o Events; |
| Entertainment activities; |
| Conferences and seminars; |
| Recreational activities and entertainment. |
| * Tourism Products. |
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| LEAR | NING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|----------------------------------|--|--|-------------|-----------|-----------|-------------|---------|
| To Organize and To P | romote Tourism Resources | Information and promotion of thematic tourism products | Nuclear | 02 | 02.1 | 50 | 2 |
| Job Achievements | Performance Criteria | Outputs | | R | esource | es | |
| To gather, to process and to | * Using proper research tools; | * Tourism thematic product sheet; | * Comput | er equip | ment: co | omputers | and |
| analyse information concerning | * Analysing the information and | * Digital promotion strategic plan of a thematic | software f | or searc | hing, pr | ocessing, | editing |
| Tourism thematic products and to | presenting it in a clear and organized | product. | and saving | g inform | ation; | | |
| present it in a well-planned and | way; | product. | * Internet | ; | | | |
| market focused way. | * Facing case studies, being able to | | * Office su | upplies; | | | |
| | answer in a detailed, creative and | | * Nationa | l and int | ernation | nal Tourisr | m |
| | objective way; | | strategic o | documer | nts (Tour | rism Board | ds, |
| | * Planning coherent objectives and | | WTO, Euro | opean C | ommissi | on,). | |
| | Tourism thematic products digital | | * Manual | of inter | nal proc | edures fo | r the |
| | promotion actions according to the | | elaboratio | n of tou | rism the | ematic pro | oducts |
| | market needs and the organization's | | and its dig | ital pror | notion, | as well as | its |
| | policies and profile. | | forms and | guidelir | nes; | | |
| | | | * Tourism | themat | ic produ | cts flyers; | |





| HODESENSON | | |
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| | | * Service delivery quality manual; |
| | | * Organization's strategic plan; |
| | | * Evaluation report on the quality of |
| | | services provided; |
| | | * Evaluation report on the impacts of the |
| | | digital dissemination actions. |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|---|--|--|--------------------|-------------|------------|------------|
| To Organize and To Promote Tourism Resources | Information and promotion of thematic tourism products | Nuclear | Nuclear 02 02.1 50 | | 2 | |
| Knowledge | Ability | | | Attitude | | |
| * Thematic tourist products; | * To provide information, to advise and to digitally promote | * To show r | esearch ir | nitiative; | | |
| * Information and promotion: | thematic tourism products; | * To show a | ccuracy d | oing the g | athering, | analysis |
| - Strategic objectives and promotional actions; | * To create digital promotional materials for that purpose. | and systema | atization o | of informa | tion; | |
| - Strategic activity planning. | | * To work e | fficiently | both auto | nomously | and in |
| | | group; | | | | |
| | | * To show technical precision in planning; | | | 5; | |
| | | * To be able | e to think | critically | and strate | gically; |
| | | * To able to | network | and to pr | opose par | tnerships; |
| | | * To show c | reative sk | ills; | | |
| | | * To be able | e to work | with digita | al tools; | |
| | | * To be commercially savvy; | | | | |
| | | * To be emp | ohatic tov | ards cust | omers; | |
| | | * To be open-minded; | | | | |
| | | * To be flue | nt, both v | erbal and | written. | |



| LEA | ARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|----------------------------------|--|---|-------------|-------------------|-----------|------------|------------|
| To Organize and To | Promote Tourism Resources | Design and organization of tourism programmes | Nuclear | 02 | 02.2 | 50 | 2 |
| Job Achievements | Performance Criteria | Outputs | | 1 | Resourc | es | |
| To gather, to process and to | * Using proper research tools; | * Tourism itinerary experience technical | * Comput | er equip | ment: c | omputers | and |
| analyse information concerning | * Analysing the information and | sheet; | software f | for searc | hing, pr | ocessing, | editing |
| Tourism programmes and to | presenting it in a clear and organized | * Digital promotion plan of a Tourism | and saving | ving information; | | | |
| present it in a well-planned and | way; | experience; | * Internet; | | | | |
| market focused way. | * Facing case studies, being able to | * Digital promotional materials. | * Office su | upplies; | | | |
| | answer in a detailed, creative and | | * Manual | of inter | nal prod | edures fo | r the |
| | objective way. | | elaboratio | n and d | igital pr | omotion c | of tourism |
| | * Designing and digitally promoting a | | programm | nes, as w | ell as it | s forms ar | ıd |
| | coherent Tourism programme according | | guidelines | ;; | | | |
| | to the market needs and the | | * Tourism | prograr | nmes fly | /ers; | |
| | organization's policies and profile. | | * Service | delivery | quality | manual; | |
| | | | * Organiza | ation's s | rategic | plan; | |
| | | | * Evaluati | on repo | t on the | quality o | f services |
| | | | provided; | | | | |





| | | * Evaluation report on the impacts of the |
|--|--|---|
| | | digital dissemination actions. |
| | | |



| LEARNING UNIT | LEARNING SUBUNIT | TYPE CODE CODE LSU HOURS | | ECVET | | |
|--|---|---|-------------|-------------|------------|-------------|
| To Organize and To Promote Tourism Resources | Design and organization of tourism programmes | Nuclear | 02 | 02.2 | 50 | 2 |
| Knowledge | Ability | | | Attitude | | |
| * Concepts and terminologies; | * To identify the different types and forms of tourism | * To show | research | initiative; | | |
| * Types of customers: | programmes; | * To show | accuracy | doing the | gathering | g, analysis |
| - Travel motivations; | * To make a proposal for a tourism itinerary experience; | and syster | matizatior | of inform | nation; | |
| - B2B and B2C relationships; | * To create digital promotional materials for that purpose. | * To work | efficiently | / both aut | onomous | ly and in |
| - After sales service. | | group; | | | | |
| * Plan and design tourism programme: | | * To show | technical | precision | in plannir | ng; |
| - Objectives and characteristics; | | * To able t | to networ | k and to p | ropose pa | rtnerships; |
| - Resources related to the design of programmes; | | * To be co | mmercial | ly savvy; | | |
| - Steps of organizing a programme; | | * To show | creative | skills; | | |
| - Executing a programme. | | * To be able to think critically and strategically; | | | egically; | |
| * Dissemination and promotion of a programme. | | * To be able to work with digital tools; | | | | |
| | | * To be open-minded; | | | | |
| | | * To be flu | ient, both | verbal an | d written. | |



| LEA | RNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|---------------------------------|---|---------------------------------------|-------------|-------------|-------------|------------|--------|
| To Apply Market | ing Principles to Tourism | Tourism Marketing | Nuclear | 03 | 03.1 | 50 | 3 |
| Job Achievements | Performance Criteria | Outputs | | Re | esources | | |
| To gather, to process and to | * Using proper research tools; | * Tourism Marketing plan with digital | * Comput | er equipr | nent: con | nputers a | and |
| analyse information concerning | * Analysing the information and | components. | software | for search | ning, proc | essing, e | diting |
| Tourism Marketing components | presenting it in a clear and organized | | and savin | g informa | tion; | | |
| and to present it in a well- | way; | | * Interne | t; | | | |
| planned and market focused way. | * Facing case studies, being able to | | * Office s | upplies; | | | |
| | answer in a detailed, creative and | | * Manua | l of interr | al proced | dures for | the |
| | objective way; | | elaboratio | on of Tou | rism Marl | keting pla | an, as |
| | * Designing and promoting a coherent | | well as its | forms ar | d guideli | nes; | |
| | Tourism Marketing Plan, including digital | | * Service | delivery o | juality ma | anual; | |
| | components, according to the market | | * Organiz | ation's st | rategic pl | an; | |
| | needs and the organization's policies and | | * Evaluati | ion report | on the q | uality of | |
| | profile. | | services p | rovided; | | | |
| | | | * Evaluati | ion report | on the in | npacts o | f |
| | | | dissemina | ation actio | ons. | | |



| LEARNING UNIT | LEARNING SUBUNIT | TYPE CODE CODE LSU HOURS | | ECVET | | |
|--|--|--|-------------|--------------|--------------|--------------|
| To Apply Marketing Principles to Tourism | Tourism Marketing | Nuclear | 03 | 03.1 | 50 | 3 |
| Knowledge | Ability | | | Attitud | de | |
| * Marketing concept; | * To define marketing and marketing mix; | * To show | research | initiative | ; | |
| * Tourism Marketing concept; | * To identify the elements that make up a marketing plan; | * To show | accuracy | doing the | e gathering, | analysis and |
| * The marketing mix: | * To use the available promotional tools; | systemati | zation of | informatio | on; | |
| - Product policy; | st To design a marketing plan for a tourism product / project. | * To work | efficientl | y both au | tonomously | and in |
| - Pricing policy; | | group; | | | | |
| - Placing policy; | | * To show | technica | l precisior | n in plannin | g; |
| - Promotion policy; | | * To be ab | ole to net | work and | to propose | |
| - The Services mix; | | partnersh | ips; | | | |
| - Contact Staff; | | * To be a | ble to thir | nk criticall | y and strate | egically; |
| - Image; | | * To be co | mmercia | lly savvy; | | |
| - Service delivery process. | | * To show | creative | skills; | | |
| * Segmentation: | | * To be open-minded; | | | | |
| - Targeting definition; | | * To be fluent, both verbal and written. | | | | |
| - Targeting criteria; | | | | | | |
| - Segmentation process; | | | | | | |



| - Main targeting criteria; |
|--|
| - Choice of targeting criteria. |
| * Positioning of tourism destinations: |
| - Positioning definition; |
| - Importance of choosing a positioning; |
| -The two dimensions of a positioning; |
| - The choice of distinctive features / attributes; |
| - Positioning quality. |
| * Development of a tourism marketing strategy: |
| - Analysis and diagnosis of the situation of the |
| destination and tourism space (SWOT); |
| - Defining objectives; |
| - Strategic marketing options; |
| - Marketing mix design; |
| - Action plan evaluation. |
| * Promotional instruments; |
| * New strategic concepts for tourism marketing: |
| - Relational marketing; |
| - E-marketing. |
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| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE | HOURS | ECVET | |
|-----------------------------------|--|---|---|------------|-----------|-------------|------------|--|
| To Manage the Human En | vironment in Tourism Organizations | Team Management | Nuclear | 04 | 04.1 | 25 | 1 | |
| Job Achievements | Performance Criteria | Outputs | | | Resource | es . | | |
| To gather, to process and to | * Using proper research tools; | * Soft skills documentation; | * Compu | ter equip | ment: coi | nputers a | nd | |
| analyse information concerning | * Analysing the information and | * Self-assessment personality test individual | software | for searc | ning, pro | cessing, ed | diting and | |
| Team Management | presenting it in a clear and organized | results; | saving information; | | | | | |
| characteristics and to present it | way; | * Self-assessment improvement individual | * Internet; | | | | | |
| in a well-planned and a friendly | * Facing case studies, being able to | report. | * Office supplies; | | | | | |
| work environment focused way. | answer in a detailed, creative and | | * Human Resources Management | | | | | |
| | objective way; | | documentation; | | | | | |
| | * Doing a self-assessment and | | * Psychological tests and games technical sheets; | | | | | |
| | pinpointing which own personality | | | | | | | |
| | aspects are suitable for a healthy and | | | lls develo | pment ac | tivities te | chnical | |
| | assertive work environment and which | | sheets; | | | | | |
| | need to be improved to achieve that | | | | | | | |
| | goal. | | | | | | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE | HOURS | ECVET |
|--|---|---|----------------------|-------------|---------------|-------------|
| To Manage the Human Environment in Tourism Organizations | Team Management | Nuclear | 04 | 04.1 | 25 | 1 |
| Knowledge | Ability | | Attitude | | | |
| * Teamwork organization; | * To organize and to manage work teams. | * To show | multicult | ural awar | eness; | |
| * Communicate effectively within the team; | * To communicate and to lead work teams. | * To show | accuracy | doing the | gathering, a | nalysis and |
| * Results-oriented and people-oriented management; | * To identify the success of teamwork by highlighting | systematiz | ation of i | nformatio | n; | |
| * Team motivation and dynamization techniques; | underlying advantages and dynamics. | * To be able to self-motivate and to motivate other | | | ate others; | |
| * Conflict management; | * To recognize the characteristics and the essential | * To participate actively and efficiently in group | | | group | |
| *Team orientation for change; | aspects for teamwork success. | work; | work; | | | |
| * Leadership: | | * To be al | ole to thin | k criticall | y and strateg | ically; |
| - Team leadership: specific phenomena and dynamics, | | * To be op | * To be open-minded; | | | |
| specific challenges and problems; | | * To be flu | ent, both | verbal ar | nd written. | |
| - Different personal preferences and their impact on | | | | | | |
| leadership roles; | | | | | | |
| - Different styles of leadership; | | | | | | |
| - Skills required for team coordination; | | | | | | |





| - Strategies for mobilizing the team for excellent | |
|---|--|
| performance; | |
| - Management of problematic situations within the team; | |
| * Teamwork: | |
| - Implications and characteristics; | |
| - Excellence in teamwork; | |
| - Interpersonal differences and their impact on teamwork; | |
| - Mobilization of personal resources depending on the | |
| team; | |
| - How to overcome deadlocks and obstacles in teamwork. | |
| | |



| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET | |
|-----------------------------------|--|---|--|------------|-------------|------------|------------|--|
| To Manage the Human Env | vironment in Tourism Organizations | Safety and Health Regulations in Tourism | Nuclear | 04 | 04.2 | 25 | 1 | |
| Job Achievements | Performance Criteria | Outputs | | | Resource | es | | |
| To gather, to process and to | * Using proper research tools; | * Documentation on safe workplaces; | * Compu | ter equip | ment: cor | mputers a | nd | |
| analyse information concerning | * Analysing the information and | * Documentation on Tourism activities' safe | software | for searc | hing, prod | cessing, e | diting and | |
| health and safety standards | presenting it in a clear and organized | environment. | saving information; | | | | | |
| characteristics and to present it | way; | | * Internet; | | | | | |
| in a well-planned and safe | * Facing case studies, being able to | | * Office supplies; | | | | | |
| tourism focused way. | answer in a detailed, creative and | | * Manual of internal procedures for Health | | | | Health and | |
| | objective way; | | Safety; | | | | | |
| | * Identifying and explaining the most | | * Service delivery quality manual; | | | | | |
| | important safety and health risks and | | * Organization's strategic plan; | | | | | |
| | how to prevent them in both individual | | * Regulations and guidance documents related | | | | | |
| | workplaces and Tourism activities. | | to Health | and Safe | ty; | | | |
| | | | * Evaluat | ion repor | t on the o | quality of | services | |
| | | | provided | | | | | |
| | | | | | | | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|---|--|---|--|-------------|---------------|----------------|
| To Manage the Human Environment in Tourism Organizations | Safety and Health Regulations in Tourism | Nuclear | 04 | 04.2 | 25 | 1 |
| Knowledge | Ability | | | Attitud | le | |
| * Workplace: | * To diagnose occupational risks according to a | * To show | research | initiative; | | |
| - The work environment; | framework; | * To show | accuracy | doing the | gathering | , analysis and |
| - Workplace accident prevention and evacuation plans; | * To properly use personal and group protection | systematiz | ation of i | nformatio | n; | |
| - First aid; | equipment; | * To work | * To work safely both autonomously and in group; | | | |
| - National and European Union legislation and regulations | * To apply individual and / or collective risk reduction | * To be able to think critically and strategically; | | | egically; | |
| on health and safety standards at work. | techniques; | * To show technical precision in planning; | | | ng; | |
| * Work equipment; | * To identify the relationship between tourism and | * To be able to network and to propose partners | | | partnerships; | |
| * Risks, safety and tourism activity: | safety; | * To be co | mmercial | y savvy; | | |
| - Safety and health standards for travel and tourism | * To identify the impact of health and safety problems | * To be em | phatic to | wards cus | stomers; | |
| destinations: | on tourists and tourism destinations; | * To be ab | le to work | with digi | tal tools; | |
| - Risks inherent to food and water, air conditioning, | * To recognize the implications for tourism of | * To show | creative s | kills; | | |
| epidemics, terrorism and others; | pandemics, terrorism and biological attacks; | * To be op | en-minde | d; | | |
| - Post-trip adaptation (Jet lag); | * To recognize the importance of privacy and data | * To be fluent, both verbal and written. | | | | |
| - Privacy and data protection. | protection in tourism. | | | | | |



| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|---|--|--|---|---|--|---|------------------|
| To develop a res | sponsible Tourism policy | Tourism planning and tourism impacts | Nuclear | 05 | 05.1 | 50 | 3 |
| Job Achievements | Performance Criteria | Outputs | | F | Resources | • | |
| To gather, to process and to critically analyse information concerning Tourism Planning components and to present it in a well-designed and balanced way. | * Using proper research tools; * Analysing the information and presenting it in a clear and organized way; * Facing case studies, being able to answer in a detailed and objective way; * Designing and presenting a coherent Tourism Plan according to the market needs and the organization's policies and profile, critically considering, monitoring and attenuating the Tourism impacts on the community and including digital components. | * Documentation on Tourism planning; * Documentation on Tourism impacts and its assessment; * Tourism Plan with foreseen detailed impacts on the community and how to mitigate them. | software and savin * Interne * Office s * National strategic Europear * Manua | for search g informa t; upplies; al and inte documen Commis I of interr on of a to d guidelin delivery of | ning, procestion; ernational ts (Touris sion,). nal procest urism pla es; quality ma | m Boards dures for t n, as well anual; | diting , WTO, |





| TOURISM | | |
|---------|--|--|
| | | * Evaluation report on the quality of services |
| | | provided; |
| | | * Evaluation report on the impacts on the |
| | | community. |
| | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|---|---|---|-----------------------------|--------------|----------------|--------------|
| To develop a responsible Tourism policy | Tourism planning and tourism impacts | Nuclear | 05 | 05.1 | 50 | 3 |
| Knowledge | Ability | | Attitude | | | |
| * Tourism planning: | * To recognize the importance of planning in the field of | * To shov | v researcl | n initiative | 2; | |
| - Definition; | tourism; | * To show | v accurac | y doing th | e gathering, a | inalysis and |
| - Steps: | * To define tourism plan and characterize its steps; | systemat | ization of | informati | on; | |
| Demand analysis; | * To define strategies leading to the preparation of a | * To work efficiently both autonomously and in g | | | and in group; | |
| Offer analysis; | tourism plan; | * To be able to think critically and strategically; | | | ically; | |
| Demand forecast; | * To assess the impact of tourism on the environment and | * To show technical precision in planning; | | | | |
| Costs of financing and implementing the plan; | the economy and how to eventually mitigate it; | * To be co | * To be commercially savvy; | | | |
| Monitoring and evaluation. | * To list the effects of tourism on sociological and cultural | * To be a | ble to wo | rk with di | gital tools; | |
| * Plan concept: | structures, and how to eventually mitigate it. | * To show | v creative | skills; | | |
| - Realities; | | * To be o | pen-mind | ed; | | |
| - Objectives; | | * To be fl | uent, bot | h verbal a | nd written. | |
| - Implementation. | | | | | | |
| * Tourism impact: | | | | | | |
| - Environmental; | | | | | | |





| - Social; | |
|-------------|--|
| - Cultural | |
| - Economic. | |
| | |



| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET | |
|--|--|--|---|--------------------|-------------|------------|---------|--|
| To develop a re | sponsible Tourism policy | Sustainable tourism | Nuclear | 05 | 05.2 | 25 | 1 | |
| Job Achievements | Performance Criteria | Outputs | | Resources | | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation on Environment Sustainable | * Compu | ter equi | oment: c | omputers | and | |
| critically analyse information | * Analysing the information and | Tourism; | software | for sear | ching, pr | ocessing, | editing | |
| concerning environment friendly Tourism components and to | presenting it in a clear and organized way; * Facing case studies, being able to answer | * Documentation on Tourism environment impacts and its assessment; | and savir | et; | | | | |
| present it in a well-planned and | in a detailed and objective way; | | | * Office supplies; | | | | |
| sustainable way. | * Designing and presenting an | * Tourism project / product with foreseen | * National and international Tourism | | | | | |
| | environmentally sustainable Tourism | detailed impacts on the environment and how | impacts and its mitigation measures | | | | | |
| | project / product according to the market | to mitigate them. | relevant documentation; | | | | | |
| | needs and the organization's policies and | | * Regulations and guidance documents | | | | | |
| | profile, how the monitoring of its impacts | | related to environment protection; | | | | | |
| | on the environment will be made, its | | * Manual of internal procedures for the | | | | | |
| | mitigation measures and including digital | | elaborati | ion of To | urism pr | oducts, as | well as | |
| | components. | | its forms | and guid | delines; | | | |
| | | | * Service | delivery | quality | manual; | | |





| TOURISMS. | | |
|-----------|--|---|
| | | * Organization's strategic plan; |
| | | * Evaluation report on the quality of |
| | | services provided; |
| | | * Evaluation report on the impacts in the |
| | | environment. |
| | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|---|--|--|---|--------------|--------------|------------|
| To develop a responsible Tourism policy | Sustainable tourism | Nuclear | 05 | 05.2 | 25 | 1 |
| Knowledge | Ability | | | Attitu | de | |
| * Environmental and sustainable tourism: | * To define the concept of sustainable tourism; | * To shov | v research | n initiative | ; | |
| - Concept and evolution; | * To identify the goals and characteristics of environmental | * To shov | v accuracy | doing th | e gathering | , analysis |
| - Importance of sustainable environmental tourism | and sustainable tourism; | and syste | matizatio | n of infori | mation; | |
| strategy; | * To develop sustainable tourism projects / products. | * To work efficiently both autonomously and in | | | | |
| - Components of sustainable environmental tourism; | | group; | | | | |
| * Tourism and environment: | | * To be a | * To be able to think critically and strategically; | | | egically; |
| - Environmental protection in the tourism sector; | | * To shov | v technica | ıl precisio | n in plannin | g; |
| - Nature tourism: | | * To be e | nvironme | ntally frie | ndly; | |
| Protected Areas as a tourism destination; | | * To be co | ommercia | lly savvy; | | |
| Natural and cultural heritage. | | * To shov | v creative | skills; | | |
| * Conflicts between conservation and population | | * To be able to work with digital tools; | | | | |
| interests. | | * To be open-minded; | | | | |
| | | * To be fluent, both verbal and written. | | | | |



LEARNING UNIT 6, LEARNING SUBUNIT 1

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|------------------------------------|---|---|---|-----------|-------------|------------|-----------|
| To promote and s | ell Tourism experiences | Tourism services negotiation and sales techniques | Nuclear | 06 | 06.1 | 25 | 1 |
| Job Achievements | Performance Criteria | Outputs | Resources | | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation on Tourism sales techniques; | * Compu | iter equ | ipment: | computer | s and |
| critically analyse information | * Analysing the information and | * Documentation on Tourism negotiation skills; | software | for sea | rching, p | rocessing | , editing |
| concerning Tourism products and | presenting it in a clear and organized | * Digital Tourism product ready to be sold; | and savir | ng infori | mation; | | |
| its potential customers and | way; | * Report on compared competition's offer. | * Internet | | | | |
| competitors, and to sell them in a | * Facing case studies, being able to | | * Office supplies; | | | | |
| mutually beneficial way. | answer in a detailed and objective way; | | * Manual of internal procedures for the | | | or the | |
| | * Designing and presenting a detailed | | elaboration of tourism products, as well as | | | s well as | |
| | Tourism product offer, according to the | | its forms | and gui | idelines; | | |
| | market needs and the organization's | | * Service | deliver | y quality | manual; | |
| | policies and profile, and including | | * Organi | zation's | strategi | c plan; | |
| | digital components; | | * Tourisr | n produ | cts flyer | s; | |
| | * Critically comparing it with at least | | * Evaluat | tion rep | ort on th | ne quality | of sales |
| | one competitor's similar. | | services | provide | d. | | |
| | | | | | | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|--|---|---|-------------|--------------|------------|--------------|
| To promote and sell Tourism experiences | Tourism services negotiation and sales techniques | Nuclear | 06 | 06.1 | 25 | 1 |
| Knowledge | Ability | Attitude | | | | |
| * Negotiation and sale: | * To identify and to apply techniques for negotiating and | * To show | research | initiative; | | |
| - Customer characteristics and motivations; | selling Tourism services with suppliers and customers. | * To show accuracy doing the gathering, analysis and | | | | analysis and |
| - Information and advice with rigor and commercial | | systematization of information; | | | | |
| sense; | | * To work efficiently both autonomously and in group; | | | | |
| - Analyse and compare Tourism products, services | | * To be al | ole to thin | k critically | and strate | gically; |
| and suppliers. | | * To be co | mmercial | ly savvy; | | |
| | | * To be en | nphatic to | wards cus | stomers; | |
| | | * To show | creative | skills; | | |
| | | * To be able to work with digital tools; | | | | |
| | | * To be open-minded; | | | | |
| | | * To be fluent, both verbal and written. | | | | |



LEARNING UNIT 6, LEARNING SUBUNIT 2

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET | |
|-------------------------------------|---|---|---|------------|-------------|-------------|---------|--|
| To promote and s | sell Tourism experiences | Tourism destination information and promotion | Nuclear | 06 | 06.2 | 50 | 2 | |
| Job Achievements | Performance Criteria | Outputs | Resources | | | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation on national, regional and local | * Comput | er equip | ment: co | mputers a | and | |
| critically analyse information | * Analysing the information and | Tourism attractions; | software for searching, processing, editing | | | | | |
| concerning the country's, region's, | presenting it in a clear and organized | * Digital Tourism destination offer plan; | and saving information; | | | | | |
| city's or location's Tourism | way; | * Digital promotional materials. | * Internet; | | | | | |
| attractions and its potential | * Facing case studies, being able to | | * Office supplies; | | | | | |
| customers, and to promote them | answer in a detailed and objective way; | | * National and local Tourism Boards flyers | | | flyers; | | |
| in a well-planned and strategic | * Designing and presenting a structured | | * Manual of internal procedures for the | | | the | | |
| way. | Digital Tourism destination offer, | | elaboratio | on of tou | rism pro | ducts, as v | vell as | |
| | according to the market needs and the | | its forms | and guid | elines; | | | |
| | organization's policies and profile. | | * Service | delivery | quality m | nanual; | | |
| | | | * Organiz | ation's st | rategic p | lan; | | |
| | | | * Evaluat | ion repo | rt on the | quality of | = | |
| | | | services p | rovided; | | | | |





| | | * Evaluation report on the impacts of | |
|--|--|---------------------------------------|--|
| | | dissemination actions. | |
| | | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|---|--|--|-------------|--------------|------------|----------|
| To promote and sell Tourism experiences | Tourism destination information and promotion | Nuclear | 06 | 06.2 | 50 | 2 |
| Knowledge | Ability | | | Attitude | | |
| * Information and promotion: | * To provide information, to advise and to promote a | * To show r | esearch ir | nitiative; | | |
| - Country's strategic objectives and tourism | Tourism market. | * To show a | ccuracy d | oing the g | gathering, | analysis |
| promotion actions; | | and system | atization o | of informa | tion; | |
| - Country's, region's and main cities tourism | | * To work efficiently both autonomously and in | | | | |
| attractions. | | group; | | | | |
| - Destination strategic activity planning. | | * To be able | e to netwo | ork and to | propose | |
| | | partnership | s; | | | |
| | | * To show t | echnical p | recision i | n planning | ;; |
| | | * To be con | nmercially | savvy; | | |
| | | * To be abl | e to think | critically a | and strate | gically; |
| | | * To be able to work with digital tools; | | | | |
| | | * To show creative skills; | | | | |
| | | * To be open-minded; | | | | |
| | | * To be fluent, both verbal and written. | | | | |



LEARNING UNIT 7, LEARNING SUBUNIT 1

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|---|--|--|--|----------|-----------|-----------|--------|
| To design Digital Marketing strategies | | E-Marketing - general principles | Nuclear | 07 | 07.1 | 50 | 2 |
| Job Achievements | Performance Criteria | Outputs | Resources | | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation on E-Marketing components; | * Compu | ter equi | pment: | computer | rs and |
| critically analyse information concerning the design of an e- | * Analysing the information and presenting it in a clear and organized | * Documentation on E-Marketing applied to | software for searching, processing, edit and saving information; | | | | |
| marketing plan, which includes | way; | Tourism; | * Internet; | | | | |
| the use of social networks, and to | * Facing case studies, being able to | * Documentation on social networks Tourism | * Office supplies; | | | | |
| present it in a well-planned and | answer in a detailed and objective way; | marketing campaigns. | * E-marketing best practices and | | | | |
| Tourism focused way. | * Explaining the components of an e- | | techniqu | es manı | uals; | | |
| | marketing plan in structured way; | | * Social r | nedia b | est pract | tices and | |
| | * Providing examples of social networks | | techniqu | es manı | uals; | | |
| | marketing actions for Tourism. | | * Service | deliver | y quality | manual; | |
| | | | * Organi | zation's | strategi | c plan. | |



| LEARNING UNIT | LEARNING SUBUNIT | | CODE LU | CODE LSU | HOURS | ECVET |
|--|---|--|-------------|--------------|-------------|-------------|
| To design Digital Marketing strategies | E-Marketing - general principles | Nuclear | 07 | 07.1 | 50 | 2 |
| Knowledge | Ability | Attitude | | | | |
| * E-Marketing - general principles: | * To identify general marketing concepts and principles; | * To show | research | initiative; | | |
| - Basic concepts and terminology; | * To recognize marketing-related terminology; | * To show | accuracy | doing the | gathering | g, analysis |
| - Strategic E-marketing; | * To identify the concepts and principles of e-marketing; | and syster | natization | of inforn | nation; | |
| - Operational E-Marketing; | * To identify and analyse the main variables of the e- | * To work efficiently both autonomously and in | | ly and in | | |
| - E-Markets: categorization, evolution and variables: | marketing-mix; | group; | | | | |
| Customers – segmentation; | * To explain the steps and requirements for preparing an e- | * To be commercially savvy; | | | | |
| Market research - objectives and techniques. | marketing plan. | * To be emphatic towards customers; | | | | |
| * E-Marketing - main variables: | | * To show | creative | skills; | | |
| - The 4 P's of Marketing Theory applied to E- | | * To be al | ole to thin | k critically | y and strat | tegically; |
| Marketing: Product; Price; Placement; Promotion; | | * To be op | en-minde | ed; | | |
| - Product value, price and psychological price; | | * To be ab | le to worl | with dig | ital tools; | |
| * E-Marketing plan: | | * To be flu | ient, both | verbal an | d written | |
| - 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. * Social media marketing: - Basic concepts; - Social networks as a marketing strategy; - Advantages and potential; - Analysis and management tools.



LEARNING UNIT 7, LEARNING SUBUNIT 2

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|--|---|--|---|------------|----------------------|------------|-------|
| To design Digital Marketing strategies | | Digital Marketing | Nuclear | 07 | 07.2 | 50 | 2 |
| Job Achievements | Performance Criteria | Outputs | | R | esource | s | |
| To gather, to process and to | * Using proper research tools; | * Documentation on E-Commerce; | * Compute | er equip | ment: co | mputers | and |
| critically analyse information | * Analysing the information and | * Documentation on digital tools and its | software for searching, processing, editi | | | | |
| concerning the use of digital tools | presenting it in a clear and organized way; | applications on Marketing; | and saving information; | | | | |
| on Marketing and to present it in a | * Facing case studies, being able to answer | · · | * Internet; | | | | |
| well-planned and market focused | in a detailed and objective way; | | * Office supplies; | | | | |
| way. | * Explaining the different digital tools that | | * Digital N | 1arketin | g best pr | actices ar | nd |
| | can be used on Marketing; | | technique | s manua | ıls; | | |
| | * Providing examples of good digital tools | | * Digital to | ools mar | nuals; | | |
| | marketing campaigns. | | * Service o | delivery | quality n | nanual; | |
| | | | * Organiza | ation's st | rategic _l | olan. | |
| | | | | | | | |



| LEARNING UNIT | LEARNING SUBUNIT | | CODE LU | CODE LSU | HOURS | ECVET |
|--|---|--|-------------|--------------|------------|-------------|
| To design Digital Marketing strategies | Digital Marketing | | 07 | 07.2 | 50 | 2 |
| Knowledge | Ability | | | Attitude | | |
| * Internet and distribution channels: | * To assess the impacts and effects of the new economy and | * To show | research | initiative; | | |
| - Business to Business (B2B); | the new commercial transactions from virtual environments - | * To show | accuracy | doing the | gathering | g, analysis |
| - Business to Consumer (B2C); | B2C, B2B, B2A; | and systematization of information; | | | | |
| - One to One (O2O); | * To identify the tools of e-marketing and e-commerce; | * To work efficiently both autonomously and in | | ly and in | | |
| - Business to Administration (B2A). | * To apply information and communication management | group; | | | | |
| * Portals / websites / search engines / virtual shopping | tools, creating an interactive relationship, focused on | * To be co | mmercial | ly savvy; | | |
| centres / virtual stores: | consumer needs. | * To be en | nphatic to | wards cus | stomers; | |
| - Website role in digital marketing; | | * To be al | ble to thin | k critically | and strat | egically; |
| - Development and maintenance of web pages; | | * To be ab | le to wor | with digi | tal tools; | |
| - Information architecture and Usability; | * To be open-minded; | | | | | |
| - Planning a website; | | * To be fluent, both verbal and written. | | | | |
| - E-commerce. | | | | | | |
| * ITs and the relationship with the customer: | | | | | | |



| - Technology at the service of Marketing and | |
|---|--|
| Communication; | |
| - The new digital consumer; | |
| - Digital communication with the client. | |
| * E-consumer: | |
| - Features; | |
| - Consumer trends and habits on digital platforms; | |
| - Purchase decision processes; | |
| - E-consumers' satisfaction. | |
| * E-marketing: | |
| - Concept and evolution; | |
| - E-marketing elements; | |
| - Internet benefits for consumers; | |
| - Internet and the development of new applications; | |
| - Customer Relationship Management (CRM). | |
| * E-commerce: | |
| - Concept; | |
| - Motivations for joining e-commerce; | |
| - Success factors. | |
| | |



LEARNING UNIT 7, LEARNING SUBUNIT 3

| LEA | ARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|---|---|--------------------------------------|---|-------------|-------------|------------|-----------|
| To design Digit | tal Marketing strategies | Digital Marketing applied to Tourism | Nuclear | 07 | 07.3 | 50 | 3 |
| Job Achievements | Performance Criteria | Outputs | Resources | | | | |
| To gather, to process and to | * Using proper research tools; | * Digital Tourism Marketing Plan. | * Compu | iter equip | ment: co | omputers | and |
| critically analyse information | * Analysing the information and | | software | for searc | hing, pro | ocessing, | editing |
| concerning Digital Tourism | presenting it in a clear and organized way; | | and saving information; | | | | |
| Marketing planning components | * Facing case studies, being able to answer | | * Internet; | | | | |
| and to present it in a well- in a detailed and objective way; | | | * Office supplies; | | | | |
| planned, creative and Tourism * Designing and presenting a coherent | | | * Natio | nal and in | ternatio | nal Touris | m |
| market focused way. | Digital Tourism Marketing Plan according | | strategic documents (Tourism Boards, WTO, | | | ds, WTO, | |
| | to the market needs and the | | Europea | n Commis | sion,) | ; | |
| | organization's policies and profile. | | * Digital | Tourism լ | products | technical | sheet; |
| | | | * Manua | al of inter | nal proc | edures foi | r the |
| | | | elaborat | ion of a to | ourism p | lan, as we | ll as its |
| | | | forms an | d guidelir | nes; | | |
| | | | * Service | delivery | quality r | nanual; | |





| | * Organization's strategic plan; |
|--|---------------------------------------|
| | * Evaluation report on the quality of |
| | services provided; |
| | * Evaluation report on the impacts of |
| | dissemination actions. |
| | |
| | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|---|--|--|-------------|--------------|------------|----------|
| To design Digital Marketing strategies | Digital Marketing applied to Tourism | Nuclear | 07 | 07.3 | 50 | 3 |
| Knowledge | Ability | Attitude | | | | |
| * Integration of digital marketing in traditional | * To identify and to implement digital marketing and | * To show | research | initiative; | | |
| marketing; | blended marketing strategies, considering the company's | * To show | accuracy | doing the | gathering, | analysis |
| * Impact of digital media on the Marketing mix; | global strategy; | and syster | matization | of inform | nation; | |
| * 360º Marketing: | * To define strategies for digital tourism distribution | * To work efficiently both autonomously and in | | | and in | |
| - Customer experiences; | channels; | group; | | | | |
| - Social networks; | * To plan and to communicate marketing campaigns on social | * To show technical precision in planning; | | | <u>;</u> | |
| - Events; | networks; | * To be co | mmercial | ly savvy; | | |
| - Text and image content; | * To implement digital strategies in order to generate | * To be en | nphatic to | wards cus | stomers; | |
| - Partnerships. | demand and retain customers; | * To be al | ole to thin | k critically | and strate | gically; |
| * Distribution channels in tourism: | * To apply digital marketing strategies based on the | * To show | creative s | skills; | | |
| - Information and combinations; | company's goods and / or services; | * To be able to work with digital tools; | | | | |
| - Services organization. | * To select and to apply promotional channel management | * To be open-minded; | | | | |
| * Characteristics of writing for the Web: | techniques; | * To be fluent, both verbal and written. | | | | |
| - Limitations; | | | | | | |



| - Interactivity. | * To use tools to measure the impact of presence on digital |
|--|---|
| * Social networks as a Tourism marketing strategy: | platforms. |
| - Rules of use; | |
| - Ads; | |
| - Business uses; | |
| - Social CRM. | |
| * Mobile marketing & mobile commerce: | |
| - SMS / MMS; | |
| - Apps; | |
| - Bluetooth; | |
| - Search; | |
| - Bargain hunting and Coupons; | |
| - QR Codes; | |
| - Banners Ads; | |
| * Digital Marketing metrics: | |
| - Information sources; | |
| - Indicators. | |
| * Search engines and marketing; | |
| * Digital Law fundamentals; | |
| * Digital Marketing plan. | |



LEARNING UNIT 8, LEARNING SUBUNIT 1

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|-----------------------------------|---|---|--------------------|------------|-----------------------|-----------|-----------|
| To thin | k out of the box | Creativity in Communication | Nuclear | 08 | 08.1 | 50 | 2 |
| Job Achievements | Performance Criteria | Outputs | Resources | | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation with a Briefing for a Tourism | * Comput | er equip | ment: c | omputer | s and |
| critically analyse information | * Analysing the information and | project Communication action. | software f | for searc | hing, pr | ocessing | , editing |
| concerning a Briefing's | presenting it in a clear and organized way; | | and saving | g inform | ation; | | |
| components and to present it in a | * Facing case studies, being able to answer | | * Internet; | | | | |
| well-planned, creative and | in a detailed and objective way; | | * Office supplies; | | | | |
| Tourism market focused way. | * Designing and presenting a coherent | | * Manuals | of Adve | ertising [·] | techniqu | es; |
| | Briefing for a Digital Tourism project | | * Manual | of inter | nal prod | edures f | or the |
| | Communication action, according to the | | elaboratio | n of bri | efings, a | s well as | its |
| | Tourism market needs and the | | forms and | l guidelii | nes; | | |
| | organization's policies and profile. | | * Service | delivery | quality | manual; | |
| | | | * Organiza | ation's s | trategic | plan; | |
| | | | * Evaluati | on repo | rt on the | e quality | of |
| | | | services p | rovided; | ; | | |





| | * Evaluation report on the impacts of |
|--|---------------------------------------|
| | dissemination actions. |
| | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|-----------------------------------|--|--|-------------|--------------|-------------|------------|
| To think out of the box | Creativity in Communication | Nuclear | 08 | 08.1 | 50 | 2 |
| Knowledge | Ability | Attitude | | | | |
| * The Briefing and the Ad Brief; | * To develop creative communication plans considering | * To show | research | initiative; | | |
| * Communication axis; | defined objectives; | * To show accuracy doing the gathering, analysis | | | g, analysis | |
| * Creative concept or idea; | * To analyse and to organize a communication briefing. | and systematization of information; | | | | |
| * Creative idea; | | * To work efficiently both autonomously and in | | | ly and in | |
| * Creativity and inspiration; | | group; | | | | |
| * Creative process; | | * To be co | mmercial | ly savvy; | | |
| * Creativity stimulation methods; | | * To be en | nphatic to | wards cu | stomers; | |
| * Evaluation of ideas. | | * To be al | ole to thin | k critically | y and strat | tegically; |
| | | * To show creative skills; | | | | |
| | | * To be able to work with digital tools; | | | | |
| | | * To be open-minded; | | | | |
| | | * To be flu | ient, both | verbal an | d written | |



LEARNING UNIT 9, LEARNING SUBUNIT 1

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|-------------------------------------|---|--|--|------------|----------------------|-------------|---------|
| To adapt Tourism | activity to the Digital Era | Digital content management | Nuclear | 09 | 09.1 | 50 | 2 |
| Job Achievements | Performance Criteria | Outputs | Resources | | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation on how to create, manage | * Comput | er equip | ment: co | mputers | and |
| critically analyse information | * Analysing the information and | and assess digital content actions and | software f | or searc | hing, pro | ocessing, e | editing |
| concerning creating, managing | presenting it in a clear and organized way; | campaigns; | and saving | ginform | ation; | | |
| and assessing the impact of digital | * Facing case studies, being able to answer | * Documentation with the content for a Digital | * Internet; | | | | |
| content, and to present it in a | in a detailed and objective way; | Tourism action. | * Office supplies; | | | | |
| well-planned, creative and | * Explaining the different tools to manage | Tourism action. | * Manual of internal procedures for the | | | | |
| Tourism market focused way. | digital content towards a sustainable and | | elaboration of tourism digital actions, as | | | | |
| | mutually profitable Tourism customer | | well as its forms and guidelines; | | | | |
| | relationship; | | * Web co | ntent w | riting be | st practice | es and |
| | * Providing examples of good content | | technique | s manua | ıls; | | |
| | management in Tourism organizations or | | * Service of | delivery | quality r | nanual; | |
| | products; | | * Organiza | ation's st | rategic | olan; | |
| | * Designing and presenting a coherent | | * Evaluation | on repor | t on the | quality of | f |
| | content for a Digital Tourism action, | | services p | rovided; | | | |





| according to the Tourism market r | needs | * | Evaluation report on the impacts of |
|-------------------------------------|-----------|----|-------------------------------------|
| and the organization's policies and | d profile | di | issemination actions. |
| | | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE | HOURS | ECVET |
|--|---|--|-------------|--------------|------------|-------------|
| To adapt Tourism activity to the Digital Era | Digital content management | Nuclear | 09 | 09.1 | 50 | 2 |
| Knowledge | Ability | | | Attitude | | |
| * Viral Marketing: | * To manage the different digital content, like marketing | * To show | research | initiative; | | |
| - Concept and fundamentals. | products, and to be a contact point with customers and | * To show | accuracy | doing the | gathering | g, analysis |
| * Digital content platforms: | stakeholders. | and syster | matizatior | of inform | nation; | |
| - Digital ads; | | * To work efficiently both autonomously and in | | | ly and in | |
| - Adwords; | | group; | | | | |
| - Blogs; | | * To be commercially savvy; | | | | |
| - Forums; | | * To be er | nphatic to | wards cus | stomers; | |
| - Banners; | | * To be al | ble to thin | k critically | and strat | egically; |
| - Search engines / social networks. | | * To show | creative | skills; | | |
| * Web content: | | * To be ab | le to wor | k with digi | tal tools; | |
| - Web copywriting; | | * To be open-minded; | | | | |
| - Means; | | * To be fluent, both verbal and written. | | | | |
| - Formats; | | | | | | |
| - Framework; | | | | | | |



| - Special features. | |
|---|--|
| * Brand and digital content: | |
| - Brand identity and personality; | |
| - Content segmentation adapted to the target. | |
| * Digital information: | |
| - Offline vs online content; | |
| - Content structure; | |
| - Relevant consumer information. | |
| * SEO: | |
| - Content for search engines; | |
| - Gamification and storytelling; | |
| - User generated content; | |
| - Encourage consumers to create content; | |
| - Buzz marketing and viral marketing. | |
| * Blog management: | |
| - Entrance titles as title tag in header; | |
| - Automatic link to the main page on all pages; | |
| - Files and labels; | |
| - To catalogue the different sections; | |
| - Blog entries according to theme and subject; | |







LEARNING UNIT 9, LEARNING SUBUNIT 2

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|---------------------------------|--|---|-------------------------------------|-----------|-------------|-----------|-----------|
| To adapt Tourism a | ctivity to the Digital Era | Communication plans and campaigns - virtual sales | Nuclear | 09 | 09.2 | 50 | 3 |
| Job Achievements | Performance Criteria | Outputs | Resources | | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation on how to create, manage and | * Compu | iter equ | ipment: | comput | ers and |
| critically analyse information | * Analysing the information and | assess digital sales campaigns; | software | for sea | rching, | processir | ng, |
| concerning Tourism Digital | presenting it in a clear and organized | * Digital Tourism Communication plan. | editing and saving information; | | | | |
| Marketing communication tools | way; | Digital Tourism Communication plan. | * Internet; | | | | |
| and to present it in a well- | * Facing case studies, being able to | | * Office supplies; | | | | |
| planned, creative and Tourism | answer in a detailed and objective | | * Manual of internal procedures for | | for the | | |
| market focused way, while | way; | | elaborat | ion of co | ommuni | cation di | gital |
| respecting e-communication and | * Providing examples of good digital | | actions, | as well a | as its for | ms and | |
| e-consumer protection rules and | communication sales in Tourism | | guidelines; | | | | |
| regulations. | organizations or products; | | * Virtual sales best practices and | | | | |
| | * Designing and presenting a | | techniqu | es man | uals; | | |
| | coherent Digital Tourism | | * Organi | zation's | strateg | ic plan; | |
| | Communication plan, according to | | * Rules | and Reg | ulations | for digit | :al |
| | the Tourism market needs and | | advertisi | ng and (| General | Data Pro | otection; |





| regulations, and the organization's | * Evaluation report on the quality of |
|-------------------------------------|---------------------------------------|
| policies and profile. | services provided; |
| | * Evaluation report on the impacts of |
| | dissemination actions. |
| | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|---|--|--|-------------|--------------|-----------|-------------|
| To adapt Tourism activity to the Digital Era | Communication plans and campaigns - virtual sales | Nuclear | 09 | 09.2 | 50 | 3 |
| Knowledge | Ability | Attitude | | | | |
| * Marketing communication through online channels: | * To interpret and to apply rules and regulations for | * To show | research | initiative; | | |
| - E-marketing plans and e-marketing mix variables; | advertising and promotion by telephone and other digital | * To show | accuracy | doing the | gathering | g, analysis |
| - Communication strategies; | media; | and syster | natization | of inform | nation; | |
| - Social Marketing; | * To identify the objectives and strategies of promotional | * To work | efficiently | / both aut | onomous | y and in |
| - Social networks, their characteristics and | campaigns through interactive and digital means; | group; | | | | |
| advantages in e-marketing communication; | * To apply sales promotion techniques through interactive | * To be co | mmercial | ly savvy; | | |
| * Rules and regulations for advertising and promotion | and digital media; | * To be en | nphatic to | wards cus | stomers; | |
| in interactive and digital media: | * To apply techniques and tools for evaluating promotional | * To be al | ole to thin | k critically | and strat | egically; |
| - Commercial communication rules and regulations; | campaigns. | * To show | creative | skills; | | |
| - Rights and duties of e-consumers; | | * To be able to work with digital tools; | | | | |
| - Legal obligations in terms of consumer information | | * To be open-minded; | | | | |
| and mentions; | | * To be fluent, both verbal and written. | | | | |
| - Commercial Communication Ethical Code. | | | | | | |
| * Communication Plans and Campaigns: | | | | | | |



- Inbound and outbound campaigns in B2C and B2B context;

- Objectives and strategies of inbound and outbound campaigns;

- Commercial communication techniques.

* Service information system:

- Features of the customer service platform and inbound operations (Voice, automatic answering (IVR), email, post, webchat and Instant messaging (IM)) and outbound (Voice, email, webchat);

* Instant Messaging (IM) and SMS:

- Data query, extraction and logging features;

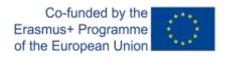
- Information security features.



LEARNING UNIT 10, LEARNING SUBUNIT 1

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE | HOURS | ECVET |
|---|---|--|---------------------------------------|-----------|----------------------|-----------|---------|
| To virtually connect Tourism organizations and Customers | | Digital Marketing techniques and social media management | Nuclear | 10 | 10.1 | 50 | 3 |
| Job Achievements | Performance Criteria | Outputs | | Resources | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation with good use of social media | * Compu | iter equ | ipment: | compute | ers and |
| critically analyse information | * Analysing the information and | by Tourism organizations or products; | software | for sea | rching, _I | orocessir | ng, |
| concerning Tourism Digital | presenting it in a clear and organized way; | * Tourism Digital Marketing plan for social | editing and saving information; | | | | |
| Marketing for social media and to * Facing case studies, being able to answer | | media. | * Internet; | | | | |
| present it in a well-planned, in a detailed and objective way; | | media. | * Office supplies; | | | | |
| creative and Tourism market | * Providing examples of good use of social | | * Manual of internal procedures for | | | for the | |
| focused way. | media by Tourism organizations or | | use of social media and its guideline | | lines; | | |
| | products; | | * Social | media u | se best | practices | s and |
| | * Designing and presenting a coherent | | techniques manuals; | | | | |
| | Tourism Digital Marketing plan for social | | * Service | deliver | y quality | y manual | ; |
| | media, according to the Tourism market | | * Organi: | zation's | strategi | c plan; | |
| needs, and the organization's policies and | | | * Evaluat | tion rep | ort on t | he qualit | y of |
| | profile. | | services | provide | d; | | |





| and a substitution of the | | |
|---|--|---------------------------------------|
| | | * Evaluation report on the impacts of |
| | | dissemination actions. |
| | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE | HOURS | ECVET |
|------------------------------------|--|--|-------------|--------------|-----------|-------------|
| To virtually connect Tourism | Digital Marketing techniques and | Nuclear | 10 | 10.1 | 50 | 3 |
| organizations and customers | social media management | Nuclear | 10 | 10.1 | 30 | 3 |
| Knowledge | Ability | | | Attitude | : | |
| * Search Engines: | * To characterize how search engines work; | * To show | research | initiative; | | |
| - Operation; | * To recognize search engines as means of marketing and | * To show | accuracy | doing the | gathering | g, analysis |
| - Search algorithms; | advertising; | and systematization of information; | | | | |
| - Indexing; | * To analyse digital marketing campaigns; | * To work efficiently both autonomously and in | | | | ly and in |
| - Key words; | * To integrate social networks and blogs into a website; | group; | | | | |
| - SEO analysis tools; | * To characterize and to distinguish social media; | * To be co | mmercial | ly savvy; | | |
| - Analytics; | * To define digital marketing and communication plans; | * To be en | nphatic to | wards cus | stomers; | |
| - Digital marketing campaigns. | * To manage and measure results from a digital marketing | * To be al | ole to thin | k critically | and stra | tegically; |
| * Blog relevance and reputation; | strategy. | * To show | creative | skills; | | |
| * Social media and blogs: | | * To be able to work with digital tools; | | | | |
| - Structure and characteristics; | | * To be open-minded; | | | | |
| - Configuration and customization; | | * To be fluent, both verbal and written. | | | | |
| - Pages management; | | | | | | |





| - Groups and profiles; | |
|--|--|
| - Identification and interaction with target | |
| audiences; | |
| - Integrated management; | |
| - Measurement and evaluation of results; | |
| - Automation tools; | |
| - Social marketing platforms. | |
| | |



LEARNING UNIT 10, LEARNING SUBUNIT 2

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|---|--|--|---|-------------|-------------|-------------|--------|
| To virtually connect Toui | To virtually connect Tourism organizations and customers | | Nuclear | 10 | 10.2 | 25 | 2 |
| Job Achievements Performance Criteria | | Outputs | | Resources | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation with good social applications | * Compu | ter equip | ment: cor | nputers a | nd |
| critically analyse information | * Analysing the information and | used by Tourism organizations or products; | software | for searc | hing, prod | cessing, ed | diting |
| concerning social applications and | presenting it in a clear and organized way; | * Briefing for the creation of a Tourism related | and saving information; | | | | |
| their use in Tourism, in order to * Facing case studies, being able to answer | | | * Internet; | | | | |
| present it in a well-planned, | in a detailed and objective way; | Social application | * Office supplies; | | | | |
| creative and Digital Tourism | * Providing examples of good social | | * Manual of internal procedures for the | | | the use | |
| market focused way. | applications used by Tourism | | of social media and its guidelines; | | | | |
| | organizations or products; | | * Social applications best practices a | | | ractices a | nd |
| | * Designing and presenting a briefing for | | techniques manuals; | | | | |
| | the creation of a Tourism related social | | * Service | delivery | quality ma | anual; | |
| | application, according to the Tourism | | * Organi: | zation's st | rategic pl | an; | |
| | market needs, and the organization's | | * Evaluat | tion repor | t on the c | juality of | |
| | policies and profile. | | services | provided; | | | |





| | * Evaluation report on the impacts of |
|--|---------------------------------------|
| | dissemination actions. |
| | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|--|--|--|------------|-------------|------------|----------|
| To virtually connect Tourism organizations and customers | Social media applications | Nuclear | 10 | 10.2 | 25 | 2 |
| Knowledge | Ability | Attitude | | | | |
| * Characteristic objects and activities of a social media; | * To characterize the potential of social media and how | * To show r | esearch ir | nitiative; | | |
| * Comparison between different social media; | they work; | * To show a | ccuracy d | oing the g | gathering, | analysis |
| * Computer applications from different social media; | * To characterize different computer applications and | and systematization of information; | | | | |
| * Development tools for social applications; | social media development platforms; | * To work efficiently both autonomously and in | | | and in | |
| * Cookie management and authentication; | * To prepare a briefing and the contents required to the | group; | | | | |
| * Data and file service; | creation of an application. | * To be com | mercially | savvy; | | |
| * Security and privacy; | | * To be emp | hatic tow | vards cust | omers; | |
| * Location and other features; | | * To be abl | e to think | critically | and strate | gically; |
| * Requirements made by application designers. | | * To show creative skills; | | | | |
| | | * To be able to work with digital tools; | | | | |
| | | * To be open-minded; | | | | |
| | | * To be fluent, both verbal and written. | | | | |



LEARNING UNIT 11, LEARNING SUBUNIT 1

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|--|---|---|--|------------|-------------|-----------|-----------|
| To regulate the Digital World | | Digital Law | Nuclear | 11 | 11.1 | 25 | 1 |
| Job Achievements Performance Criteria | | Outputs | | Resources | | | |
| To gather, to process and to | * Using proper research tools; | * Documentation with the key issues | * Compu | iter equi | pment: c | omputer | s and |
| critically analyse information | * Analysing the information and | concerning internet governance, cyber | software for searching, processing, editin | | | | , editing |
| concerning legal regulations for presenting it in a clear and organized way; | | security, privacy, data protection, e-commerce, | and saving information; | | | | |
| digital use in Tourism. | * Facing case studies, being able to answer | intellectual property, copyright and trademark | * Internet; | | | | |
| | in a detailed and objective way; | law and its application on Tourism. | * Office supplies; | | | | |
| | * Knowing the legal procedures to follow | | * Nation | nal and ir | nternatio | nal Inter | net |
| | while creating a digital Tourism product. | | Rules an | d Regula | tions ma | nuals. | |
| | | | | | | | |
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| | | | | | | | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|--|---|---|------------|-------------|------------|-------------|
| To regulate the Digital World | Digital Law | Nuclear | 11 | 11.1 | 25 | 1 |
| Knowledge | Ability | Attitude | | | | |
| * Copyright and multimedia - legal regulations | * To know and interpret the law applicable to digital works | * To show r | esearch i | nitiative; | | |
| applicable to the internet and electronic mail; | offline and online. | * To show a | ccuracy | doing the | gathering | g, analysis |
| * Intellectual property, author rights and copyright | | and system | atization | of inform | nation; | |
| legislation: | | * To work efficiently both autonomously and ir | | ly and in | | |
| - Concept of work - original / derived; singular / | | group; | | | | |
| plural; collective / collaborative; composite; | | * To be able to think critically and strategically; | | egically; | | |
| - Registration, ownership and transfer of the right; | | * To be able | e to work | with digi | tal tools; | |
| duration of entitlement; | | * To be ope | n-minde | d; | | |
| - Issues concerning the right to image and privacy; | | * To be flue | nt, both | verbal an | d written | |
| - Use / dissemination of information or images; | | | | | | |
| - Authorizations; | - Authorizations; | | | | | |
| - The right to integrity and the right to quote; | | | | | | |
| - Crime of usurpation and crime of counterfeiting. | | | | | | |
| * Advertising and marketing regulations. | | | | | | |



| * Distance selling regulations. | |
|---|--|
| * Databases: security, encryption and data protection | |
| issues. | |
| * Digital repositories. | |
| | |



LEARNING UNIT 12, LEARNING SUBUNIT 1

| LEARNING UNIT | | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|------------------------------------|---|---|------------------------------------|------------|-------------|------------|---------|
| | abase that strengthens ship with Customers | Database development | Nuclear | 12 | 12.1 | 25 | 2 |
| Job Achievements | Performance Criteria | Outputs | | R | esources | 5 | |
| To gather, to process and to | * Using proper research tools; | * Documentation with database components | * Compu | ter equip | ment: co | omputers | and |
| critically analyse information in | * Analysing the information and | and its management; | software | for sear | ching, pr | ocessing, | editing |
| order to design and manage a | presenting it in a clear and organized way; | * Customer information sheet template; | and savir | ng inform | ation; | | |
| profitable and sustainable Tourism | * Facing case studies, being able to answer | • | * Software for database design and | | | | |
| market focused database. | in a detailed and objective way; | * Database structure suitable for a Tourism | management; | | | | |
| | * Designing a database suitable to gather, | project commercial relationship. | * Interne | et; | | | |
| | manage and generate relevant data useful | | * Office s | supplies; | | | |
| | for commercial interactions with Tourism | | * Manua | al of inte | nal proc | edures fo | r the |
| | customers, suppliers and stakeholders, | | elaborat | ion of da | tabases, | as well as | its |
| | according to the Tourism market needs, | | forms an | d guideli | nes; | | |
| | and the organization's policies and profile. | | *Comme | rcial data | abases b | est practi | ces and |
| | | | techniqu | es manu | als; | | |
| | | | * Service | delivery | quality r | manual; | |
| | | | * Organi | zation's s | trategic | plan; | |





| ELECTRICAL AND ASSESSMENT ASSESSMENT AND ASSESSMENT ASSE | | |
|--|--|---------------------------------------|
| | | * Evaluation report on the quality of |
| | | services provided; |
| | | * Evaluation report on the impacts of |
| | | dissemination actions. |



| LEARNING UNIT | LEARNING SUBUNIT | | CODE LU | CODE LSU | HOURS | ECVET |
|--|---|--|--|--------------|-------------|-------------|
| To build a database that strengthens the relationship with Customers | Database development | Nuclear | 12 | 12.1 | 25 | 2 |
| Knowledge | Ability | | | Attitude | | |
| * The need for databases; | * To recognize the need for databases; | * To show | research | initiative; | | |
| * Systems analysis; | * To characterize concepts related to the analysis of systems | * To show | accuracy | doing the | gathering | g, analysis |
| * Models used in database management; | and databases; | and syster | matizatior | of inform | nation; | |
| * Entity-Relationship Model and relational databases; | * To plan and design simple relational databases; | * To work efficiently both autonomously and ir | | ly and in | | |
| * Table concepts, fields, records, indexes, keys, | * To graphically represent relationships in a database; | group; | | | | |
| relations; | * To characterize database management systems and | * To show | technical | precision | in planniı | ng; |
| * Data integrity and consistency; | models; | * To be al | ole to thin | k critically | y and strat | egically; |
| * Database management systems; | * To use a structured query language; | * To be co | mmercial | ly savvy; | | |
| * Database query language; | * To execute table relationships; | * To be en | nphatic to | wards cus | stomers; | |
| * Creating, editing and deleting entities; | * To manage data and make queries in a database system; | * To show creative skills; | | | | |
| * Inserting, changing, searching and deleting data; | g, searching and deleting data; | | * To be able to work with digital tools; | | | |
| * Transactions, privileges and access control. | | * To be open-minded; | | ed; | | |
| | | * To be flu | ient, both | verbal an | d written | |



LEARNING UNIT 12, LEARNING SUBUNIT 2

| LEA | ARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE | CODE LSU | HOURS | ECVET |
|-----------------------------------|---|--|----------------------------------|------------|-------------|-----------|---------|
| | abase that strengthens ship with Customers | CRM - Customer Relationship Management | Nuclear | 12 | 12.2 | 25 | 2 |
| Job Achievements | Performance Criteria | Outputs | | F | Resourc | es | |
| To gather, to process and to | * Using proper research tools; | * Documentation with CRM and PRM | * Compu | iter equ | ipment: | comput | ers and |
| critically analyse information in | * Analysing the information and | strategies and components; | software | for sea | rching, | processir | ng, |
| order to design a digital Tourism | presenting it in a clear and organized way; | * Customer information sheet template; | editing and saving information; | | | | |
| market focused CRM and PRM | * Facing case studies, being able to answer | customer information sheet template, | * Software for CRM; | | | | |
| strategies, using dedicated | in a detailed and objective way; | * Document with both a CRM and PRM | * Internet; | | | | |
| technologies. | * Designing CRM and PRM strategies, | strategy for a Tourism project. | * Office supplies; | | | | |
| | using specific technologies, targeting | | * Manua | al of inte | ernal pr | ocedures | for the |
| | Tourism customers, suppliers and | | manager | ment of | comme | rcial | |
| | stakeholders, according to the Tourism | | relations | hips, as | well as | its forms | and |
| | market needs, and the organization's | | guideline | es; | | | |
| | policies and profile. | | * CRM and PRM best practices and | | nd | | |
| | | | techniqu | es man | uals; | | |
| | | | * Service | deliver | y qualit | y manual | ; |
| | | | * Organi | zation's | strateg | ic plan; | |





| | * Evaluation report on the quality of |
|--|---------------------------------------|
| | services provided; |
| | * Evaluation report on the impacts of |
| | dissemination actions. |
| | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE LSU | HOURS | ECVET |
|--|--|--|-------------|--------------|-----------|-------------|
| To build a database that strengthens the relationship with Customers | CRM - Customer Relationship Management | Nuclear | 12 | 12.2 | 25 | 2 |
| Knowledge | Ability | | | Attitude | | |
| * CRM - Consumer Relationship Management: | * To manage customer and business partner information to | * To show | research | initiative; | | |
| - Relational marketing and CRM; | make the business profitable; | * To show | accuracy | doing the | gathering | g, analysis |
| - Technologies associated with CRM. | * To apply CRM and PRM to measure business and | and syster | matizatior | of inform | nation; | |
| * Customer information / relationship management: | commercial relations. | * To work efficiently both autonomously and in | | ly and in | | |
| - Communication technologies for the customer; | | group; | | | | |
| - Technology to know the characteristics and habits | | * To show technical precision in planning; | | ng; | | |
| of the customer; | | * To be al | ble to thin | k critically | and strat | egically; |
| - Technology to create a relationship with the | | * To be co | mmercial | ly savvy; | | |
| customer; | | * To be en | nphatic to | wards cus | stomers; | |
| * CRM Strategies: | | * To show creative skills; | | | | |
| - Implementation; * To | | * To be able to work with digital tools; | | | | |
| - Partnership management. | | * To be open-minded; | | | | |
| * PRM (Partner Relationship Management) Strategies: | | * To be fluent, both verbal and written. | | | | |
| - Implementation; | | | | | | |





| - Management of the commercial relationship with | |
|--|--|
| other companies (partners, suppliers). | |
| | |



LEARNING UNIT 13, LEARNING SUBUNIT 1

| | | | TYPE | LU | LSU | HOURS | ECVET |
|---|--|--|---|---|--|--|------------------------------|
| | rism oriented project Itimedia tools | Multimedia project management and methodology | Nuclear | 13 | 13.1 | 50 | 4 |
| Job Achievements | Performance Criteria | Outputs | | F | Resource | es | |
| critically analyse information in order to plan and design a digital products are multimedia product, using several in tools. | Fusing proper research tools; Analysing the information and presenting it in a clear and organized way; Facing case studies, being able to answer in a detailed and objective way; After creating a script, designing a tructured multimedia Tourism product, which shall include several digital tools, according to the Tourism market needs, and the organization's policies and profile. | * Detailed script for a multimedia Tourism product, which should include, among others: - Budget; - Timeline; - Content organization; - Relevant information to the customers; - Technical guide; - Accessibility details; - Data gathering and its protection details; - Customer interaction tools; - Customer feedback. * File with a multimedia Tourism product. | * Compusoftware editing a text, aud * Internet* Office s* Manual elaboration as well as * Tourism* * Service * Organia* Evaluation services | e for sea nd savir lio and v et; supplies al of inte ion of a s its form m produ e deliver zation's tion rep | rching, properties of the control of | orocessin mation, in ocedures ourism p guideline cal inform y manual ic plan; | for the product, as; nation; |





| | * Evaluation report on the impacts of |
|--|---------------------------------------|
| | dissemination actions. |
| | |



| LEARNING UNIT | LEARNING SUBUNIT | ТҮРЕ | CODE LU | CODE | HOURS | ECVET |
|---|--|---|-------------|-------------|-------------|------------|
| To create a Tourism oriented project using multimedia tools | Multimedia project management and methodology | Nuclear | 13 | 13.1 | 50 | 4 |
| Knowledge | Ability | | | Attitude | | |
| * Communication process; | * To Identify the different phases that make up the | * To show | research | initiative; | | |
| * Multimedia communication model; | multimedia design and production process; | * To show | accuracy | doing the | gathering, | analysis |
| * Design / production process; | * To identify the production structure necessary for project | and syster | matization | of inform | nation; | |
| * Project methodology and its phases; | development; | * To work | efficiently | / both aut | onomously | and in |
| * Human resources, relationships and skills; | * To plan multimedia production using documentary, | group; | | | | |
| * Human resources involved in a multimedia project | information architecture (interactive) and technical | * To be able to think critically and strategically; | | gically; | | |
| team; | guidelines; | * To show | technical | precision | in planning | <u>;</u> ; |
| * Web production team; | * To analyse the "competition"; | * To be co | mmercial | ly savvy; | | |
| * Information organization; | * To analyse the user's profile; | * To be en | nphatic to | wards cus | stomers; | |
| * State of the art analysis; | * To analyse the needs towards the preparation of a proposal | * To show | creative | skills; | | |
| * Analysis of "competition" – benchmarking; | (structural and financial); | * To be able to work with digital tools; | | | | |
| * User's profile analysis; | * To coordinate interactive multimedia projects; | * To be open-minded; | | | | |
| * Multimedia proposal; | * To evaluate the final product and ensure its maintenance | * To be fluent, both verbal and written. | | | | |
| * Tasks and resources analysis; | and updating; | | | | | |





| * Budgeting and cost control; | * To plan and structure dynamic websites; | |
|--|---|--|
| * Timeline; | * To plan and control multimedia production using | |
| * Script and forms of writing for multimedia; | methodologies and tools appropriate to the process; | |
| * Content organization and optimization; | * To organize and evaluate a multimedia project team. | |
| * Script production; | | |
| * Documentary or literary script; | | |
| * Interactive script (information architecture); | | |
| * Graphic style script; | | |
| * Technical guide; | | |
| * Dynamic sites (back-office system planning - CMS); | | |
| * Compatibility - Web standards; | | |
| * Accessibility; | | |
| * Evaluation methods of multimedia products; | | |
| * Planning a multimedia product; | | |
| * Project - planning a multimedia project. | | |
| | | |