

## **D.3.5**

# **Design Box for Competence Based Curricula**

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## 1. Introduction

This deliverable presents the **Design Box for Competence-Based Curricula (D3.5)** developed within the TourX project (Project No. 101056184).

The Design Box serves as a central access point to the competence-based curricula and the associated learning and supporting resources developed within the project. It brings together the resources developed for the main TourX target groups and provides access to the corresponding online learning environment.

The Design Box includes the competence-based curricula, supporting guides and manuals, and access to the TourX MOOC platform. The curricula cover the occupational profiles addressed by TourX at **EQF Levels 4 and 6** and provide structured information on the learning units, learning outcomes, training duration, training methodology and assessment approach.

This deliverable provides:

- I. an overview of the structure and components of the Design Box;
- II. information on how the Design Box and its resources can be accessed;
- III. a summary of the competence-based curricula;
- IV. detailed information on the modules, units and learning outcomes;
- V. information on the multilingual availability of the training resources; and
- VI. evidence of the online implementation of the Design Box and associated learning environment.

The following sections document both the structure of the Design Box and the resources available through it, providing evidence of the implementation and accessibility of the project training provision.

## 2. Design Box Overview

The TourX Design Box provides a structured collection of the competence-based curricula, guidance documents and online learning resources developed within the project. It is designed to provide a clear entry point to the training provision and supporting resources available to learners, trainers and employers.

The Design Box brings together the different resources supporting the implementation and use of the TourX competence-based training provision. The Design Box comprises the following main components:

| Component                       | Main Target Group     | Purpose                                                                                                                                                                 |
|---------------------------------|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Competence-Based Curricula      | Learners and trainers | Define the learning pathways, modules, units, learning outcomes, duration, delivery methods and assessment approaches for the occupational profiles addressed by TourX. |
| Learner's Guide                 | Learners              | Provides guidance to support learners in accessing and using the TourX training provision and learning resources.                                                       |
| Trainer's Manual                | Trainers              | Provides guidance for trainers on the use and delivery of the TourX training resources.                                                                                 |
| Train-the-Trainer Guide         | Trainers              | Supports trainers in preparing for and facilitating the TourX training provision.                                                                                       |
| Employer's Handbook             | Employers             | Provides guidance for employers on the TourX training provision and its use in relation to workforce skills development.                                                |
| TourX MOOC Learning Environment | Learners and trainers | Provides online access to the digital learning content and activities associated with the TourX training provision.                                                     |

These components are brought together through the TourX Design Box landing page, which acts as the central point of access to the available resources. From this page, users can access the relevant PDF resources and proceed to the TourX MOOC learning environment.

The Design Box therefore connects the curriculum framework, the supporting guidance resources, and the online learning environment within a single structured access point.

### 3. Access to the Design Box

The TourX Design Box is accessible through a dedicated public landing page that serves as the central entry point to the resources included in the Box.

The landing page provides users with direct access to the competence-based curricula and supporting documents in PDF format, as well as access to the TourX online learning environment. This structure enables users to identify the resource relevant to their needs before entering the MOOC platform.

#### 1. Design Box Resources

The Design Box landing page provides access to the following resources:

| Resource                        | Access          |
|---------------------------------|-----------------|
| Competence-Based Curricula      | PDF resource(s) |
| Learner's Guide                 | PDF             |
| Trainer's Manual                | PDF             |
| Train-the-Trainer Guide         | PDF             |
| Employer's Handbook             | PDF             |
| TourX MOOC Learning Environment | Online platform |

Where multilingual versions are available, users can access the corresponding language version directly through the Design Box.

**Design Box public access:** <https://mooc.tour-x.eu/>

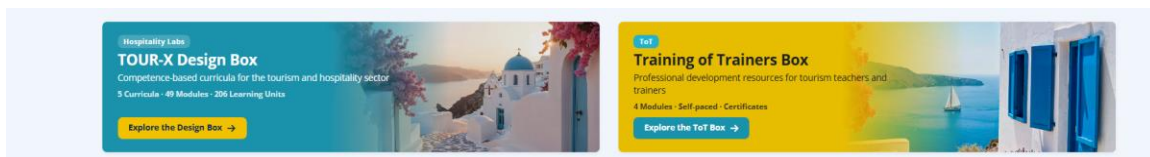


Figure 1. Landing page and access to the available resources.

## 2 Navigation

The Design Box has been structured to provide a clear distinction between the supporting project resources and the online learning environment.

Users can:

- access the Design Box landing page;
- select the relevant curriculum, guide, manual or handbook;
- access the corresponding PDF resource and available language version; or
- proceed to the TourX MOOC platform to access the online learning content.



Figure 2. TourX Design Box public landing page and access to the available resources.



Figure 3: TourX Design Box at a glance.



Figure 3. Access to the multilingual versions of the Design Box resources.

## 4. Competence-Based Curricula Overview

The competence-based curricula constitute the core training framework included in the TourX Design Box. They define the learning pathways developed for the occupational profiles addressed by the project and provide the basis for the corresponding online learning provision.

The curricula comprise 49 modules across five learning pathways: Hospitality Management EQF 4, Hospitality Management EQF 6, Travel Agency EQF 4, Travel Agency EQF 6, and a horizontal Soft Skills pathway.

### 1 Curricula at a Glance

| <i>Element</i>                    | <i>Overview</i>        |
|-----------------------------------|------------------------|
| <i>Total number of modules</i>    | 49                     |
| <i>Total curriculum duration</i>  | 290 hours              |
| <i>Online MOOC learning hours</i> | 211 hours              |
| <i>EQF levels</i>                 | <b>EQF 4 and EQF 6</b> |

|                                    |                                                                                          |
|------------------------------------|------------------------------------------------------------------------------------------|
| <i>Occupational profiles</i>       | Hospitality Management; Food & Catering; Travel Agency; Soft Skills (horizontal pathway) |
| <i>Delivery modes</i>              | <b>Online asynchronous and blended learning, depending on the module</b>                 |
| <i>Work-Based Learning (WBL)</i>   | Included across the curricula; 79 hours in total                                         |
| <i>Main training methodologies</i> | <b>Video, Rise modules and interactive content</b>                                       |
| <i>Main assessment approach</i>    | <b>Multiple-choice assessment</b>                                                        |
| <i>Languages</i>                   | <b>English, Italian, Spanish, Greek, German and Chinese</b>                              |

## 2 Module Catalogue

### EQF Level 4 – Hospitality Management and Food & Catering

| Module                                      | Occupational Profile   | Curriculum Hours | MOOC Hours | WBL |
|---------------------------------------------|------------------------|------------------|------------|-----|
| 1. Introduction to the Hospitality Industry | Hospitality Management | 3                | 3          | –   |
| 2. Housekeeping Essentials                  | Hospitality Management | 12               | 6          | 6   |
| 3. Front Office Operations                  | Hospitality Management | 7                | 4          | 3   |
| 4. Digital Hospitality                      | Hospitality Management | 8                | 7          | 1   |
| 5. Sustainable Practices in Hospitality     | Hospitality Management | 4                | 4          | –   |
| 6. Enhancing client experience              | Hospitality Management | 6                | 6          | –   |
| 7. Basic restaurant management              | Hospitality Management | 11               | 6          | 5   |
| 8. Food storage                             | Hospitality Management | 5                | 4          | 1   |
| 9. Food waste                               | Hospitality Management | 4                | 4          | –   |

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|                                  |                        |   |   |   |
|----------------------------------|------------------------|---|---|---|
| 10. Developing Sustainable Menus | Hospitality Management | 5 | 5 | – |
|----------------------------------|------------------------|---|---|---|

#### EQF Level 6 – Hospitality Management

| Module                                            | Occupational Profile   | Curriculum Hours | MOOC Hours | WBL |
|---------------------------------------------------|------------------------|------------------|------------|-----|
| 1. Strategic Management in the Hospitality Sector | Hospitality Management | 7                | 5          | 2   |
| 2. Systems Thinking                               | Hospitality Management | 7                | 5          | 2   |
| 3. Project Management                             | Hospitality Management | 7                | 5          | 2   |
| 4. Financial Management                           | Hospitality Management | 8                | 5          | 3   |
| 5. Managing Public Relations and Partnerships     | Hospitality Management | 6                | 6          | –   |
| 6. Creating a Hospitality Business Culture        | Hospitality Management | 4                | 4          | –   |
| 7. Circular Food Systems in Hospitality           | Hospitality Management | 4                | 4          | –   |
| 8. Advanced Menu Engineering                      | Hospitality Management | 5                | 4          | 1   |
| 9. Cuisine Innovation                             | Hospitality Management | 7                | 4          | 3   |

#### EQF Level 4 – Travel Agency

| Module                                 | Occupational Profile | Curriculum Hours | MOOC Hours | WBL |
|----------------------------------------|----------------------|------------------|------------|-----|
| 1. Introduction to the Travel Industry | Travel Agency        | 8                | 5          | 3   |
| 2. World Geography and Destinations    | Travel Agency        | 7                | 4          | 3   |
| 3. Travel products and services        | Travel Agency        | 4                | 4          | –   |
| 4. Customer Service Excellence         | Travel Agency        | 6                | 5          | 1   |
| 5. Levelling up sales                  | Travel Agency        | 6                | 4          | 2   |
| 6. Global Distribution Systems         | Travel Agency        | 6                | 4          | 2   |

|                                         |               |   |   |   |
|-----------------------------------------|---------------|---|---|---|
| 7. Travel Documentation and Regulations | Travel Agency | 6 | 4 | 2 |
| 8. Marketing and Promotion              | Travel Agency | 5 | 4 | 1 |
| 9. Sustainable Responsible Tourism      | Travel Agency | 5 | 4 | 1 |
| 10. Technology in the Travel Industry   | Travel Agency | 7 | 4 | 3 |

#### EQF Level 6 – Travel Agency

| Module                                           | Occupational Profile | Curriculum Hours | MOOC Hours | WBL |
|--------------------------------------------------|----------------------|------------------|------------|-----|
| 1. Strategic Management in Travel and Tourism    | Travel Agency        | 3                | 3          | –   |
| 2. Destination Management                        | Travel Agency        | 3                | 3          | –   |
| 3. Global Tourism Economics                      | Travel Agency        | 7                | 4          | 3   |
| 4. Legal and Ethical Issues in Tourism           | Travel Agency        | 3                | 3          | –   |
| 5. Technology and Innovation in Travel           | Travel Agency        | 10               | 4          | 6   |
| 6. Marketing Strategies for Travel Professionals | Travel Agency        | 6                | 3          | 3   |
| 7. Leadership and Organizational Behavior        | Travel Agency        | 5                | 5          | –   |
| 8. Research Methods in Tourism                   | Travel Agency        | 3                | 3          | –   |
| 9. Cultural Intelligence for Global Competence   | Travel Agency        | 7                | 3          | 4   |
| 10. Practicing Green Tourism                     | Travel Agency        | 4                | 3          | 1   |
| 11. Entrepreneurship and Innovation in Travel    | Travel Agency        | 4                | 4          | –   |

#### Soft Skills – Horizontal Pathway

| Module                  | Pathway     | Curriculum Hours | MOOC Hours | WBL |
|-------------------------|-------------|------------------|------------|-----|
| 1. Communication Skills | Soft Skills | 6                | 5          | 1   |
| 2. Collaborative skills | Soft Skills | 6                | 4          | 2   |

|                         |             |    |   |   |
|-------------------------|-------------|----|---|---|
| 3. Customer Service     | Soft Skills | 13 | 6 | 7 |
| 4. Resilience           | Soft Skills | 6  | 4 | 2 |
| 5. Critical Thinking    | Soft Skills | 6  | 5 | 1 |
| 6. Presentation skills  | Soft Skills | 4  | 3 | 1 |
| 7. Risk management      | Soft Skills | 5  | 5 | – |
| 8. Contingency planning | Soft Skills | 6  | 5 | 1 |
| 9. Conflict resolution  | Soft Skills | 3  | 3 | – |

The detailed learning units and learning outcomes associated with these modules are presented in Section 5.

## 5. Curricula and Learning Outcomes

This section provides a consolidated presentation of the learning units and learning outcomes associated with the 49 competence-based curriculum modules included in the TourX Design Box.

The detailed curricula have already been documented within the project reporting. To avoid unnecessary duplication, this section focuses on the module and unit structure and the corresponding learning outcomes, which demonstrate the competencies addressed by the TourX training provision. Module duration, MOOC hours and Work-Based Learning components are summarised in Section 4.

### 5.1 EQF Level 4 – Hospitality Management and Food & Catering

#### Module 1 – Introduction to the Hospitality Industry

##### 1.1 Overview of the Hospitality Sector

LOs: Understand the structure and scope of the hospitality sector; examine current trends and challenges in the hospitality industry; understand the impact of globalization on the hospitality industry.

### **1.2 History and Evolution of Hospitality**

LOs: Analyze the historical development and evolution of hospitality; evaluate current trends in light of historical developments.

### **1.3 Functions in Hospitality Management**

LO: Explain core functions and responsibilities in hospitality management.

## **Module 2 – Housekeeping Essentials**

### **2.1 Housekeeping Operations**

LOs: Understand and apply standard housekeeping operational procedures; apply health, safety and hygiene standards; understand the impact of globalization on the hospitality industry.

### **2.2 Cleaning and Laundry**

LOs: Understand and apply effective cleaning techniques with respect to hygiene standards, including laundry management; differentiate between sustainable and unsustainable cleaning techniques and methods.

### **2.3 Managing Facilities**

LOs: Design and enhance the guest room experience; determine the main facility-management practices that secure operational efficiency.

### **2.4 Maintenance and Engineering**

LOs: Implement maintenance schedules to ensure compliance with protocols, safety and efficiency of facilities; understand technology in maintenance operations.

### **2.5 Inventory Management in Housekeeping**

LOs: Understand the principles of inventory management; establish inventory monitoring systems and apply inventory-management practices.

### **2.6 Safety, Security and Loss Prevention**

LOs: Follow security protocols and take precautions to protect guests and hospitality staff; evaluate security technologies.

## **Module 3 – Front Office Operations**

### **3.1 Basic Principles of Reception**

LOs: Understand core principles and procedures of front-office reception; demonstrate professional customer-service skills.

### **3.2 Check-in and Check-out Procedures**

LOs: Efficiently manage reservations and online booking systems; handle special requests and issues.

### **3.3 Reservation Systems and Online Booking**

LOs: Understand how to handle reservation systems; restate the basic functions of online booking; map possible requests and actions needed to resolve reservation issues.

### **3.4 Navigating Property Management Systems**

LOs: Explain the elements of property-management-system interfaces; evaluate well-organised property-management systems.

## **Module 4 – Digital Hospitality**

### **4.1 Customer Relations Management (CRM) Tools**

LOs: Leverage CRM tools for enhanced guest engagement; implement CRM tools.

### **4.2 Handling Online Reviews**

LOs: Develop and maintain a positive online presence and reputation; analyze case studies.

### **4.3 Elements of Good Online Image and Presence**

LOs: Identify key elements of a good online presence; evaluate online platforms for personal branding.

### **4.4 Processing Online Payments**

LOs: Implement secure and efficient digital payment processes and marketing strategies; analyze social-media platforms; integrate online payment systems with hospitality-management platforms.

### **4.5 Social Media Management**

LOs: Understand the role of social media in hospitality; implement an effective social-media strategy to reinforce visibility.

### **4.6 Digital and Real-Time Marketing**

LOs: Create effective marketing campaigns that can boost visibility; identify emerging trends in digital marketing.

#### **4.7 Data Privacy and Cybersecurity**

LOs: Ensure the protection of customers' data and take measures in case of a cyber-attack; respect data-privacy regulations.

### **Module 5 – Sustainable Practices in Hospitality**

#### **5.1 Types of Sustainable Materials**

LOs: Distinguish between different types of sustainable materials used in hospitality and understand their environmental impacts and benefits; recommend applications for sustainable materials.

#### **5.2 Zero Waste Philosophy**

LOs: Apply the values and philosophy of zero waste to hospitality operations; differentiate between sustainable and unsustainable materials.

#### **5.3 Waste Management of Sustainable Materials**

LOs: Practise elements of circular economy; implement the 3Rs—Reuse, Reduce and Recycle; minimise waste through waste-management strategies and techniques.

#### **5.4 Packaging Waste Management**

LOs: Understand the environmental impact of packaging waste; implement sustainable packaging practices.

### **Module 6 – Enhancing Client Experience**

#### **6.1 Personalizing Welcomes**

LOs: Realize the value of welcoming clients in a personalised way; explain the benefits of reciprocity in customer relations; develop personalised welcome experiences to increase guest satisfaction.

#### **6.2 Gamification and Client Experience**

LOs: Understand gamification principles; implement gamification to increase client satisfaction and engagement.

#### **6.3 Brand Touchpoints**

LOs: Develop brand touchpoints that ensure a positive brand experience; interpret feedback and metrics to improve touchpoint strategies.

#### **6.4 Upselling and Cross-selling Techniques**

LOs: Demonstrate upselling and cross-selling techniques to increase revenue; identify opportunities for upselling and cross-selling based on a customer-centric approach.

#### **6.5 Customer Loyalty in Hospitality**

LOs: Evaluate factors influencing customer loyalty; implement customer-loyalty programmes that reward long-term clients.

#### **6.6 Managing Client Expectations**

LOs: Manage client expectations; implement feedback mechanisms to improve clients' experience.

### **Module 7 – Basic Restaurant Management**

#### **7.1 Food and Beverage Service**

LOs: Demonstrate proficiency in food-and-beverage service operations and techniques; apply different service styles according to the serving environment.

#### **7.2 Banquet and Catering Service**

LOs: Provide banquet and catering service; understand and identify customers' needs and offer customised banquet and catering proposals.

#### **7.3 Kitchen Management**

LOs: Manage kitchen operations and equipment effectively; apply sustainability and innovation strategies in kitchen management.

#### **7.4 Tablet Ordering**

LOs: Apply tablet ordering for enhanced dining experiences; develop strategies for staff training and adaptation to tablet-ordering systems.

#### **7.5 Handling Kitchen Equipment**

LOs: Understand the functions of kitchen equipment and utilise it appropriately; evaluate energy efficiency and adopt sustainable practices in use and maintenance.

#### **7.6 Menu Engineering**

LOs: Understand menu-design principles; apply menu psychology and pricing strategies; apply menu engineering.

### **Module 8 – Food Storage**

### **8.1 Storage Management**

LOs: Implement effective food-storage and management techniques; utilise technology in storage management.

### **8.2 Sustainable Refrigeration**

LOs: Identify eco-friendly refrigeration technologies; apply sustainable refrigeration practices.

### **8.3 Food Safety**

LOs: Ensure food-safety standards; use appropriate tools and systems for temperature control, sanitation and hygiene monitoring.

### **8.4 Quality Control**

LOs: Ensure quality-control standards; implement best practices.

## **Module 9 – Food Waste**

### **9.1 Principles and Fundamentals of Food Waste Management**

LOs: Understand and apply principles of food-waste management; understand and apply best practices; identify opportunities for food recovery, donation and recycling.

### **9.2 Food Packaging Waste**

LOs: Understand food-safety and environmental regulations concerning food packaging and waste disposal; implement effective packaging-waste management strategies.

### **9.3 Guest Communication for Food Waste Reduction**

LOs: Enhance guest communication to promote food-waste reduction; implement strategies encouraging environmentally conscious dining decisions.

### **9.4 Fine Dining Food Waste**

LOs: Understand the challenges of food waste in fine dining; implement effective food-waste management.

## **Module 10 – Developing Sustainable Menus**

### **10.1 Incorporating Local and Seasonal Ingredients**

LOs: Incorporate local and seasonal ingredients into menu design; evaluate their economic and environmental benefits; create menus aligned with local availability of agricultural products.

### **10.2 Plant-Based Cooking**

LOs: Implement plant-based cooking techniques; create plant-based dishes.

### **10.3 Introducing Alternatives and Modifications**

LOs: Develop menus and dishes taking into account allergies and food restrictions; modify existing menus to cater for different needs and preferences.

### **10.4 Incentivizing Sustainable Food Choice and Experimentation**

LOs: Encourage sustainable food choices through incentives; experiment with sustainable menu items and marketing strategies; implement A/B testing; make menu modifications following A/B tests.

## **5.2 EQF Level 6 – Hospitality Management and Food & Catering**

### **Module 1 – Strategic Management in the Hospitality Sector**

#### **1.1 Strategic Management Principles**

LOs: Identify the basic principles of strategic management; compose strategic-management frameworks specific to the hospitality industry.

#### **1.2 International Business**

LOs: Describe the main characteristics of an international business; outline the relevance of international-business principles to hospitality.

#### **1.3 Market Intelligence and Competitive Analysis**

LOs: Combine market intelligence from diverse sources; conduct effective competitive analysis.

#### **1.4 Strategic Planning and Execution**

LOs: Develop effective and realistic plans; describe implementation steps in a practical manner.

#### **1.5 Decision-Making Models**

LOs: Distinguish between decision-making models; evaluate the fitness of a decision-making approach according to the circumstances.

### **Module 2 – Systems Thinking**

#### **2.1 Being Part of Your Region**

LOs: Map the impact and interconnections of the hotel with the various elements of its region; describe strategies that improve its regional impact.

## **2.2 Hospitality Game Theory**

LOs: Restate the basic points of the tragedy of the commons; explain the elements of a game according to game theory; apply games to immediate and systemic hospitality settings.

## **2.3 Hospitality System Analysis**

LOs: Conduct systems mapping in a hospitality setting; analyze interrelationships between hospitality-system components to identify optimisation opportunities.

## **2.4 System Visualization**

LOs: Create graphical representations of hospitality systems; utilise visualization tools to identify patterns and bottlenecks.

## **2.5 Building Systemic Resilience**

LOs: Identify potential vulnerabilities in the system; develop strategies to strengthen the hospitality system's ability to withstand and recover from disruptions.

# **Module 3 – Project Management**

## **3.1 Project Management in Hospitality**

LOs: Describe project-management methodologies; demonstrate the ability to apply appropriate methodologies to hospitality.

## **3.2 Project Initiation and Planning**

LOs: Develop project-initiation documents including objectives, scope and stakeholder analysis; formulate project plans covering tasks, timelines and resources.

## **3.3 Scope and Time Management**

LOs: Define project scope accurately; apply time-management techniques to optimise scheduling and meet deadlines.

## **3.4 Cost Management and Budgeting**

LOs: Prepare and monitor project budgets; allocate costs according to actual needs.

## **3.5 Quality Assurance and Evaluation**

LOs: Implement quality-assurance processes; inspect project-evaluation procedures and rationale.

# **Module 4 – Financial Management**

#### **4.1 Revenue Management**

LOs: Apply revenue-management principles to optimise pricing and inventory decisions; analyze market trends to forecast demand and adjust strategies.

#### **4.2 Yield Management Strategies**

LOs: Implement yield-management techniques; analyze market segmentation and customer purchasing behaviours to optimise pricing.

#### **4.3 Hotel Accounting Principles**

LOs: Understand and apply fundamental accounting principles specific to hotel operations; interpret financial statements.

#### **4.4 Budgeting for Hospitality Operations**

LOs: Develop operational budgets; analyze budget variances and implement corrective actions.

#### **4.5 Asset Management in Hospitality**

LOs: Evaluate asset performance; implement asset-maintenance strategies.

### **Module 5 – Managing Public Relations and Partnerships**

#### **5.1 Strategic PR and Communication Management**

LOs: Develop strategic communication plans; manage public-relations campaigns.

#### **5.2 Managing Commercial Partnerships**

LOs: Establish and nurture commercial partnerships; negotiate terms and agreements.

#### **5.3 Stakeholder Relationship Management**

LOs: Identify and engage key stakeholders; develop strategies to manage expectations and enhance collaboration.

#### **5.4 Community Engagement and Leadership**

LOs: Design community-engagement initiatives; lead community projects demonstrating corporate social responsibility.

#### **5.5 Drafting Press Releases**

LOs: Compose clear and impactful press releases; distribute them through appropriate channels.

## **5.6 Event Management**

LOs: Plan and execute events aligned with organisational objectives; coordinate event logistics efficiently.

## **Module 6 – Creating a Hospitality Business Culture**

### **6.1 Business Culture in the Hospitality Sector**

LOs: Analyze how business culture influences employee behaviour and guest satisfaction; develop initiatives to strengthen organisational culture.

### **6.2 Cultivating a Culture for Learning and Development**

LOs: Implement programmes promoting continuous learning and professional growth; evaluate their impact.

### **6.3 Leadership and Culture**

LOs: Assess the role of leadership in organisational culture; apply leadership styles that foster a positive culture and motivate teams.

### **6.4 Aligning the Culture with Twin Transition**

LOs: Integrate digitalisation and sustainability practices into business culture; promote employee engagement with digital and sustainable initiatives.

## **Module 7 – Circular Food Systems in Hospitality**

### **7.1 Optimizing the Supply Chain**

LOs: Implement efficient supply-chain practices to reduce waste and enhance sustainability; collaborate with suppliers to enhance transparency and ethical sourcing.

### **7.2 Energy and Resource Management in Food**

LOs: Apply strategies to minimise energy and resource consumption; monitor resource usage and implement technologies to improve efficiency.

### **7.3 Increasing Ingredient Traceability**

LOs: Utilise tracking systems to improve transparency and safety; ensure compliance with food-safety regulations through enhanced traceability.

### **7.4 Implementing Closed-Loop Systems**

LOs: Design closed-loop systems to recycle waste and promote circularity; assess their environmental impact.

## **Module 8 – Advanced Menu Engineering**

### **8.1 Data-Driven Menu Analysis**

LOs: Analyze sales and customer data to inform menu-design decisions; utilise data-analytics tools to predict trends.

### **8.2 Tourist Psychology in Menu Engineering**

LOs: Apply understanding of tourist behaviour to enhance menu appeal; design menus for diverse tourist segments.

### **8.3 Creating Compelling Digital Menus**

LOs: Design interactive digital menus; utilise digital platforms to update menu offerings.

### **8.4 Destination-Based Menu Development**

LOs: Compose menus reflecting local culture and community; integrate the local network into menu design.

## **Module 9 – Cuisine Innovation**

### **9.1 Handling Smart Kitchens**

LOs: Operate smart-kitchen equipment; integrate digital technologies into kitchen workflows; evaluate the impact of automation.

### **9.2 Experimenting with Culinary Fusions**

LOs: Create innovative dishes by blending culinary traditions; evaluate customer feedback to refine fusion dishes.

### **9.3 Innovative Cooking Methods**

LOs: Practise cutting-edge cooking techniques; experiment with new technologies; assess past cooking mistakes to improve outcomes.

### **9.4 Handling Alternative Proteins**

LOs: Incorporate alternative protein sources into recipes; explain their benefits and culinary applications.

## **5.3 EQF Level 4 – Travel Agency**

### **Module 1 – Introduction to the Travel Industry**

#### **1.1 Getting to Know the Travel and Tourism Industry**

LOs: Describe the main characteristics of the travel and tourism industry; explain how its different components interrelate.

### **1.2 History and Evolution of Travel**

LOs: Summarise the historical development of travel and tourism; explain the influence of technological advances; discuss major milestones.

### **1.3 Types of Tourism**

LOs: Differentiate between various types of tourism; classify tourism types based on traveller motivations; analyze different tourism markets.

### **1.4 What Does a Travel Agent Do?**

LOs: Explain the roles and responsibilities of a travel agent; describe daily tasks and work environment; discuss the importance of travel agents.

### **1.5 Understanding Industry Terminology**

LOs: Define key industry terms and jargon; use industry-specific terminology accurately; interpret common abbreviations and codes.

## **Module 2 – World Geography and Destinations**

### **2.1 Fundamentals of World Geography**

LOs: Identify major geographical features and regions; explain the significance of geography in travel planning.

### **2.2 Key Tourist Destinations**

LOs: Recognise popular global tourist destinations and attractions; recommend destinations based on client preferences; analyze factors affecting destination appeal.

### **2.3 Cultural Awareness and Sensitivity**

LOs: Demonstrate understanding of cultural awareness in travel services; apply strategies for communication with clients from different cultural backgrounds.

### **2.4 Time Zones and Climate Considerations**

LOs: Calculate time differences across time zones; interpret climate data to advise optimal travel times.

## **Module 3 – Travel Products and Services**

### **3.1 Transportation Modes**

LOs: Compare modes of transportation; select appropriate options based on client needs.

### **3.2 Accommodation Types**

LOs: Categorise types of accommodation; match client preferences with suitable options.

### **3.3 Tour Packages and Itineraries**

LOs: Restate the components of a standard tour package; create a basic travel itinerary; customise existing packages.

### **3.4 Ancillary Services**

LOs: Identify ancillary services; explain their importance in enhancing customer experience.

## **Module 4 – Customer Service Excellence**

### **4.1 How to Communicate Effectively**

LOs: Demonstrate effective verbal and non-verbal communication; apply active listening; adjust communication styles.

### **4.2 Building Customer Relationships**

LOs: Implement strategies to build rapport; maintain professional relationships that foster loyalty.

### **4.3 Handling Complaints and Extreme Behaviour**

LOs: Practise techniques for managing customer complaints; handle challenging customer behaviours professionally.

### **4.4 Personalizing the Experience**

LOs: Collect and utilise customer information to personalise offerings; enhance customer experience through personalised recommendations.

### **4.5 Client Retention Strategies**

LOs: Employ strategies that increase client retention; evaluate their effectiveness.

## **Module 5 – Levelling Up Sales**

### **5.1 Sales Fundamentals**

LOs: Explain the role of sales in travel; demonstrate basic sales techniques; build confidence in selling travel products and services.

### **5.2 Upselling and Cross-Selling**

LOs: Identify opportunities for upselling and cross-selling; illustrate relevant techniques.

### **5.3 Negotiating in Sales**

LOs: Demonstrate negotiation skills; practise handling objections and closing sales; calculate terms meeting client and company needs.

### **5.4 Expectations and Ethics in Sales**

LOs: Recognise ethical considerations in sales; manage client expectations professionally and transparently.

## **Module 6 – Global Distribution Systems**

### **6.1 Getting Started with GDS**

LOs: Explain the purpose and functionality of GDS; navigate basic features of a GDS platform.

### **6.2 Using Basic Navigation and Commands**

LOs: Practise inputting basic commands; retrieve and interpret data from GDS outputs.

### **6.3 Flight Reservations and Ticketing**

LOs: Illustrate how to create flight reservations; issue and modify flight tickets through GDS.

### **6.4 Hotel and Car Rental Bookings**

LOs: Make hotel and car-rental reservations using GDS; manage and modify bookings.

## **Module 7 – Travel Documentation and Regulations**

### **7.1 Passport and Visa Requirements**

LOs: Identify passport and visa requirements; advise clients on necessary documents; assist clients in obtaining documentation.

### **7.2 Health and Safety Regulations**

LOs: Inform clients about health and safety requirements; explain travel insurance; guide clients on health advisories and safety precautions.

### **7.3 Customs and Immigration Procedures**

LOs: Describe customs and immigration procedures; prepare clients for customs regulations and declarations.

### **7.4 Legal Responsibilities**

LOs: Outline the legal obligations of a travel agent; operate in compliance with relevant laws and regulations; apply ethical practices.

## **Module 8 – Marketing and Promotion**

### **8.1 Basics of Travel Marketing**

LOs: Explain fundamental marketing concepts; identify target markets; utilise basic marketing tools.

### **8.2 Digital Marketing Strategies**

LOs: Implement digital marketing techniques; utilise social-media platforms to promote travel services.

### **8.3 Networking and Partnerships**

LOs: Establish professional networks; identify potential partners.

### **8.4 Creating Promotional Campaigns**

LOs: Design a basic promotional campaign; develop promotional materials.

## **Module 9 – Sustainable Responsible Tourism**

### **9.1 Principles of Sustainable Tourism**

LOs: Explain sustainable-tourism principles; identify environmental-conservation practices; discuss tourism's impact on communities and environments.

### **9.2 Responsible Travel Practices**

LOs: Encourage responsible travel behaviours; implement responsible practices; minimise negative environmental and social impacts.

### **9.3 Tourism and Community Engagement**

LOs: Analyze the relationship between tourism and local communities; develop strategies to engage community stakeholders.

### **9.4 Sustainable Certifications**

LOs: Recognise sustainable-tourism certifications; explain their benefits and applications.

## **Module 10 – Technology in the Travel Industry**

### **10.1 Emerging Technologies**

LOs: Identify emerging technologies; explain how they enhance customer experiences; adapt to technological change.

### **10.2 Online Booking Platforms**

LOs: Navigate online booking platforms; compare different systems; assist clients in using online booking tools.

### **10.3 Data Security and Privacy**

LOs: Understand data-protection and privacy principles; apply best practices for securing client data; comply with legal requirements.

### **10.4 Technological Trends**

LOs: Identify current technological trends; assess their potential impact; embrace innovation to improve service delivery.

## **5.4 EQF Level 6 – Travel Agency**

### **Module 1 – Strategic Management in Travel and Tourism**

#### **1.1 Strategic Management and Development**

LOs: Analyze strategic-management principles in travel and tourism; develop strategic plans aligned with market opportunities.

#### **1.2 Market Analysis and Competitive Strategy**

LOs: Conduct comprehensive market analyses; formulate competitive strategies.

#### **1.3 Decision-Making Processes**

LOs: Explain decision-making models; apply critical thinking; implement decision-making processes that improve organisational effectiveness.

### **Module 2 – Destination Management**

#### **2.1 Destination Marketing and Branding**

LOs: Describe destination marketing and branding; design marketing campaigns.

#### **2.2 Integrating Sustainability into Destination Management**

LOs: Develop strategies integrating sustainable practices; evaluate the outcomes of sustainability initiatives.

#### **2.3 Crisis Management in Destinations**

LOs: Identify potential crises affecting destinations; develop crisis-management plans.

### **Module 3 – Global Tourism Economics**

### **3.1 Economic Impact of Tourism**

LOs: Explain tourism's contribution to economic development; analyze direct and indirect economic impacts.

### **3.2 Analysing Tourism Supply and Demand**

LOs: Analyze factors influencing supply and demand; interpret tourism data to forecast market trends.

### **3.3 Financial Management in Travel Agencies**

LOs: Apply financial-management principles; develop budgets and financial plans; evaluate financial reports.

## **Module 4 – Legal and Ethical Issues in Tourism**

### **4.1 Travel Law and Regulations**

LOs: Describe the legal framework governing travel and tourism; apply legal knowledge to operational issues.

### **4.2 Ethical Considerations in Tourism**

LOs: Discuss ethical issues; analyze the impact of ethical practices on customer trust and loyalty.

### **4.3 Compliance and Regulatory Frameworks**

LOs: Identify key regulatory bodies; implement compliance strategies.

## **Module 5 – Technology and Innovation in Travel**

### **5.1 Advances in GDS and CRS Systems**

LOs: Explain modern GDS and CRS functionalities; utilise advanced features; evaluate emerging technologies.

### **5.2 E-Commerce and Digital Platforms**

LOs: Assess the role of e-commerce; develop online strategies to expand market reach and sales.

### **5.3 Artificial Intelligence and Big Data**

LOs: Explain how AI and Big Data influence travel-industry trends; apply data analytics to improve decision-making and customer experience.

### **5.4 Fintech Solutions**

LOs: Describe fintech innovations relevant to travel agencies; integrate fintech solutions.

## **Module 6 – Marketing Strategies for Travel Professionals**

### **6.1 Integrated Marketing Communications (IMC)**

LOs: Explain IMC components; design an IMC plan for a travel agency.

### **6.2 Social Media and Influencer Marketing**

LOs: Analyze the impact of social media on consumer behaviour; develop campaigns using influencer partnerships.

### **6.3 Customer Relationship Management (CRM) Tools**

LOs: Utilise CRM tools; implement strategies to enhance customer loyalty; analyze customer data.

## **Module 7 – Leadership and Organizational Behavior**

### **7.1 Leadership Styles and Theories**

LOs: Explain leadership theories; assess personal leadership style and its impact on organisational culture.

### **7.2 Motivation and Team Building**

LOs: Explain motivational theories; develop team-building activities.

### **7.3 Organizational Learning**

LOs: Describe organisational learning and its benefits; implement practices fostering continuous learning.

### **7.4 Knowledge Management**

LOs: Illustrate knowledge-management principles; evaluate their impact on innovation and efficiency.

### **7.5 Change Management**

LOs: Outline models and strategies for change management; analyze resistance factors and propose methods to overcome them.

## **Module 8 – Research Methods in Tourism**

### **8.1 Qualitative and Quantitative Research Methods in Tourism**

LOs: Differentiate qualitative and quantitative methods; design research studies using appropriate methodologies.

## **8.2 Data Analysis and Interpretation**

LOs: Apply statistical techniques to tourism data; interpret results to inform business strategies.

## **8.3 Applying Research to Practice**

LOs: Integrate research insights into practical tourism-management solutions; create actionable recommendations.

## **Module 9 – Cultural Intelligence for Global Competence**

### **9.1 Understanding Cultural Differences**

LOs: Recognise the importance of cultural differences in global tourism; analyze how culture influences traveller behaviour and preferences.

### **9.2 Intercultural Communication Skills**

LOs: Demonstrate effective communication across diverse cultures; overcome barriers in multicultural environments.

### **9.3 DEI in the Tourism Sector**

LOs: Explain Diversity, Equity and Inclusion in tourism; develop initiatives promoting DEI within travel organisations.

## **Module 10 – Practicing Green Tourism**

### **10.1 Triple Bottom Line Framework**

LOs: Explain the Triple Bottom Line—People, Planet and Profit; implement the framework in business operations.

### **10.2 Corporate Social Responsibility in Tourism**

LOs: Describe the role of CSR in tourism; design CSR programmes addressing societal and environmental issues.

### **10.3 Ecotourism and Alternative Tourism**

LOs: Develop tourism products promoting sustainability and conservation; analyze challenges and opportunities in ecotourism.

## **Module 11 – Entrepreneurship and Innovation in Travel**

### **11.1 Starting a Travel Business**

LOs: Identify the steps involved in establishing a travel agency; structure a business plan including market analysis and financial projections.

### **11.2 Innovation and Product Development**

LOs: Practise innovative thinking to create new travel products or services; outline product-development processes.

### **11.3 Building a Strong Team**

LOs: Describe the characteristics of effective teams; foster a positive team culture.

### **11.4 Revenue Streams and Funding**

LOs: Identify revenue models applicable to travel businesses; explore funding options supporting growth and sustainability.

## **5.5 Soft Skills**

The Soft Skills pathway complements the occupation-specific curricula and develops transversal professional competences across tourism and hospitality contexts. It comprises 9 modules, 55 total hours, 40 asynchronous MOOC hours and 15 WBL hours.

### **Module 1 – Communication Skills**

#### **1.1 Engaging in Active Listening**

LOs: Demonstrate the ability to listen attentively to understand client needs, preferences, and concerns in tourism-related interactions. Apply techniques to confirm understanding through paraphrasing, summarizing, and asking clarifying questions. Identify barriers to effective listening and implement strategies to overcome them in diverse cultural and professional contexts.

#### **1.2 Interpreting Body Language**

LOs: Interpret and respond appropriately to positive and negative body language cues from clients, ensuring a welcoming and professional environment. Exhibit confident and open body language to build trust and rapport with customers and colleagues. Adapt body language to suit cultural sensitivities and enhance communication effectiveness in the tourism sector

#### **1.3 Decoding wider non-verbal cues**

LOs: Identify and understand the significance of facial expressions, gestures, and tone in conveying emotions and intent. Use non-verbal communication to reinforce verbal messages and ensure clarity in client interactions. Recognize and respect cultural variations in non-verbal communication to avoid misunderstandings.

#### **1.4 Etiquette and Netiquette in Communication**

LOs: Apply Appropriate Communication Etiquette in Various Contexts Acknowledge etiquette standards Be able to understand netiquettes in digital communication

#### **1.5 Language and Tone in Cross-Cultural Contexts**

LOs: Adopt the nuances of tone, body language, and vocabulary when communicating with international clients to ensure clarity and professionalism. Explore how to adapt language and tone to various cultural contexts, ensuring messages are well-received across cultural divides. Develop strategies to navigate language barriers and use clear, respectful communication in cross-cultural exchanges.

### **Module 2 – Collaborative skills**

#### **2.1 Exploring collaboration, co-operation and teamwork**

LOs: Understand the principles of Collaboration, Cooperation, and Teamwork Identify personal strengths and weaknesses in teamwork and develop strategies to enhance collaborative efforts. Demonstrate the ability to contribute effectively to group tasks, fostering a positive and inclusive team environment.

#### **2.2 How team-players work**

LOs: Understand the stages of team development Recognize the roles and responsibilities within a team

#### **2.3 How teams collaborate**

LOs: Describe how multiple teams collaborate together Differentiate between characteristics of function-based teams and horizontal teams

#### **2.4 Collaborating with clients and external stakeholders**

LOs: Develop Effective Collaborative Skills for Team and Stakeholder Engagement Develop strategies for managing expectations and building trust to enhance long-term partnerships in the tourism industry Demonstrate cultural sensitivity and adaptability to foster strong relationships with diverse clients and stakeholders.

### **Module 3 – Customer Service**

#### **3.1 Client Relationship management**

LOs: Understand the principles of building and maintaining strong, trust-based relationships with customers to ensure loyalty and satisfaction. Apply effective communication techniques to establish rapport with customers from diverse cultural backgrounds. Develop strategies to manage ongoing client relationships and resolve challenges to maintain long-term engagement.

#### **3.2 Complaint Handling**

LOs: Understand the importance of proactive and empathetic approaches to handling

customer complaints in the tourism industry. Demonstrate the ability to resolve complaints promptly and effectively, ensuring customer satisfaction and retention. Implement feedback from complaints to improve service quality and enhance customer experiences.

### **3.3 Handling referrals and escalation procedures**

LOs: Understand the processes for managing referrals and escalating issues to appropriate personnel or departments. Apply communication skills to ensure seamless handoffs during referrals and escalations, maintaining customer trust and confidence. Creating escalation procedures for addressing different types of customer issues.

### **3.4 Handling digital communications on platforms and social media**

LOs: Show effective communication skills on different digital platforms and social media, engaging with clients.

### **3.5 Creating customer personas**

LOs: Demonstrate professionalism in responding to customer inquiries, reviews, and feedback on digital platforms and social media. Understand the importance of tone, clarity, and timeliness in digital customer interactions to build a positive online reputation. Apply best practices to address negative feedback or crises on social media in a way that reinforces trust and credibility.

### **3.6 Exploring scenarios**

LOs: Provide scenario-based learning to staff Demonstrate problem-solving skills in simulated customer interactions, focusing on achieving positive outcomes. Adapt responses to varying customer profiles and situations, ensuring flexibility and professionalism in service delivery.

## **Module 4 – Resilience**

### **4.1 Managing emotions at work**

LOs: Recognize and understand the impact of emotions on personal well-being and professional interactions in high-stress tourism environments. Develop Strategies for Managing Emotions in the Workplace Apply techniques to foster positive interactions with colleagues and customers.

### **4.2 Improving the work environment**

LOs: Identify factors that contribute to a positive and resilient work environment in the tourism sector. Implement strategies to enhance teamwork, communication, and inclusivity, fostering a supportive workplace culture Recognize and address workplace stressors to create a healthier and more productive environment for employees and clients.

### **4.3 Workload management**

LOs: Understand the principles of prioritization and time management to handle tasks effectively in a dynamic tourism setting. Apply techniques such as delegation, scheduling, and goal setting to balance workloads and reduce stress. Identify signs of burnout and develop proactive strategies to maintain work-life balance and sustained performance.

### **4.4 How to rest**

LOs: Incorporate practical rest techniques, such as breaks, mindfulness exercises, and sleep hygiene, into daily routines. Develop personalized strategies to recharge mentally and physically, ensuring long-term health and effectiveness at work.

## **Module 5 – Critical Thinking**

### **5.1 How to develop your critical thinking**

LOs: Understand the core principles of critical thinking and its importance in decision-making within the tourism industry. Apply structured methods such as questioning, analysis, and reflection to evaluate information and make informed decisions. Develop strategies to identify biases and assumptions, enhancing objectivity in problem-solving.

### **5.2 Engaging in collective critical thinking processes**

LOs: Understand the dynamics of collaborative critical thinking and its role in team-based decision-making. Facilitate and participate in group discussions to evaluate diverse perspectives and reach consensus. Apply techniques to encourage constructive dialogue and manage conflicting viewpoints during collective problem-solving.

### **5.3 Cognitive and behavioural phallacies**

LOs: Analyze elements and examples of cognitive and behavioural phallacies. Recognize choices of customers that align with basic principles of behavioural economics.

### **5.4 Innovative Thinking for Problem Resolution**

LOs: Understand the fundamentals of creative problem-solving and its significance in addressing challenges in the tourism industry. Apply brainstorming, mind mapping, and lateral thinking techniques to generate innovative solutions to common industry problems. Develop strategies to encourage team-based problem-solving, fostering a collaborative approach to overcoming obstacles.

## **Module 6 – Presentation skills**

### **6.1 Creating engaging presentations**

LOs: Understand the foundational elements of effective presentations, including structure, clarity, and delivery techniques. Develop confidence in public speaking by

practicing voice modulation, body language, and eye contact. Create and deliver a well-organized presentation tailored to specific audiences in the tourism sector.

### 6.2 Storytelling techniques

LOs: Understand the importance of storytelling in creating memorable and impactful presentations for clients and stakeholders. Apply storytelling frameworks to convey ideas and messages in a compelling and engaging manner. Integrate anecdotes and narratives relevant to the tourism industry to captivate and connect with the audience.

### 6.3 Engaging your audience with data

LOs: Understand the role of data visualization and interpretation in enhancing the effectiveness of presentations. Learn to select and present data in clear, visually appealing formats that align with the needs of the audience. Develop skills to explain complex data insights in simple and relatable terms to support decision-making and storytelling.

## Module 7 – Risk management

### 7.1 Principles of risk management

LOs: Understand the fundamental concepts and frameworks of risk management and their application in the tourism sector. Identify, assess, and prioritize risks using standardized tools and methodologies. Develop and implement strategies to mitigate and monitor risks effectively in operational and customer service contexts.

### 7.2 Risk in game theory

LOs: Understand the application of game theory in analyzing and predicting outcomes in risk-related decision-making. Analyze scenarios involving competitive or cooperative decision-making to identify optimal risk management strategies. Apply game theory principles to address risk in interactions with clients, competitors, and stakeholders in the tourism industry.

### 7.3 Risk communication

LOs: Understand the importance of clear and effective communication in managing risks with customers, employees, and stakeholders. Develop strategies to convey complex risk-related information in an accessible and reassuring manner. Enhance crisis communication skills to address and resolve customer and employee concerns during unexpected events.

### 7.4 Mapping hazards related to emerging customer and employee behaviours

LOs: Identify potential hazards and risks related to customer and employee behaviors. Utilize hazard mapping techniques to visualize and address risks associated with changing behaviors. Develop proactive strategies to manage behavioral risks and adapt policies to ensure safety and satisfaction.

### **7.5 Addressing Black Swans**

LOs: Understand the concept of Black Swan events and their implications for risk management in the tourism industry. Develop strategies to build organizational resilience and agility in the face of low-probability, high-impact events. Implement contingency planning and scenario analysis to prepare for unexpected disruptions in operations and services.

## **Module 8 – Contingency planning**

### **8.1 Handling cultural shock**

LOs: Understand the concept of cultural shock and its potential impact on tourists, employees, and stakeholders in the tourism sector. Develop strategies to identify and address signs of cultural shock in customers and colleagues, fostering a supportive environment. Implement cultural sensitivity practices to minimize misunderstandings and enhance the overall travel experience for diverse clients.

### **8.2 Crisis response and management**

LOs: Understand the principles and importance of effective crisis response and management in the tourism industry. Develop skills to coordinate and communicate during crises, ensuring safety and confidence among customers and employees. Apply decision-making frameworks to handle unexpected challenges, minimizing impact and ensuring swift recovery.

### **8.3 Developing a contingency plan**

LOs: Understand the steps and components of creating a robust contingency plan tailored to the tourism sector. Identify potential risks and prepare actionable contingency measures to address operational disruptions. Test and refine contingency plans through scenario analysis to ensure readiness for a range of potential crises

### **8.4 Creative Adaptation in Crisis Management**

LOs: Learn how to quickly adapt to changing circumstances, utilizing creative thinking to minimize disruptions in service delivery during crises. Explore ways to develop agile strategies that ensure effective service and customer satisfaction during unforeseen challenges. Use creative problem-solving to address client concerns and maintain strong relationships during times of uncertainty.

## **Module 9 – Conflict resolution**

### **9.1 Adopting a constructive stance towards conflicts**

LOs: Understand the nature of conflicts in professional settings and their potential impacts on team dynamics and customer relationships in the tourism sector. Develop a positive mindset toward conflicts, viewing them as opportunities for growth and

collaboration rather than obstacles. Apply active listening and empathy to de-escalate tensions and build constructive dialogue in conflict situations.

### **9.2 The basics of negotiations**

LOs: Understand the key principles and stages of negotiation, including preparation, communication, and agreement. Develop skills to negotiate effectively with customers, colleagues, and stakeholders, ensuring mutually beneficial outcomes. Apply practical strategies, such as identifying shared goals and managing emotions, to resolve disputes in the tourism context.

### **9.3 Mediation for assistance in conflict resolution**

LOs: Understand the role and responsibilities of a mediator in facilitating resolution between conflicting parties. Learn mediation techniques, including impartiality, active listening, and guiding discussions toward consensus. Apply basic mediation skills to resolve interpersonal and organizational conflicts, fostering a harmonious work environment.

## **6. Multilingual Implementation**

The TourX competence-based training provision was developed to support multilingual access across the project partnership and target groups.

The competence-based curricula and corresponding MOOC modules are available in the following six project languages:

- **English (EN)**
- **Greek (EL)**
- **Italian (IT)**
- **Spanish (ES)**
- **German (DE)**
- **Chinese (CN)**

The availability of the language versions is indicated within the detailed module specifications presented in Section 5. The TourX online learning environment also provides dedicated language versions of the training courses, enabling learners to access the relevant learning content in the corresponding project language.

| Language | Code | Curriculum / Module Version | Online Training Version |
|----------|------|-----------------------------|-------------------------|
| English  | EN   | Available                   | Available               |
| Greek    | EL   | Available                   | Available               |
| Italian  | IT   | Available                   | Available               |
| Spanish  | ES   | Available                   | Available               |
| German   | DE   | Available                   | Available               |
| Chinese  | CN   | Available                   | Available               |

The multilingual implementation ensures that the competence-based training provision can be accessed and used across the participating contexts while maintaining the common structure and learning outcomes defined by the TourX curricula.

## 7. Online Demonstrator Evidence

The TourX MOOC platform provides the online learning environment associated with the competence-based training provision presented in the Design Box.

The platform complements the curricula and supporting resources available through the Design Box by providing access to the corresponding digital learning content and activities.

### 1 Online Learning Environment

The online learning environment is available at:

**TourX MOOC:** <https://mooc.tour-x.eu/>

The platform provides structured course areas through which users can access the TourX online training provision, including the **Hospitality Labs training courses** and the **Training of Trainers (TourX-ToT)** courses.

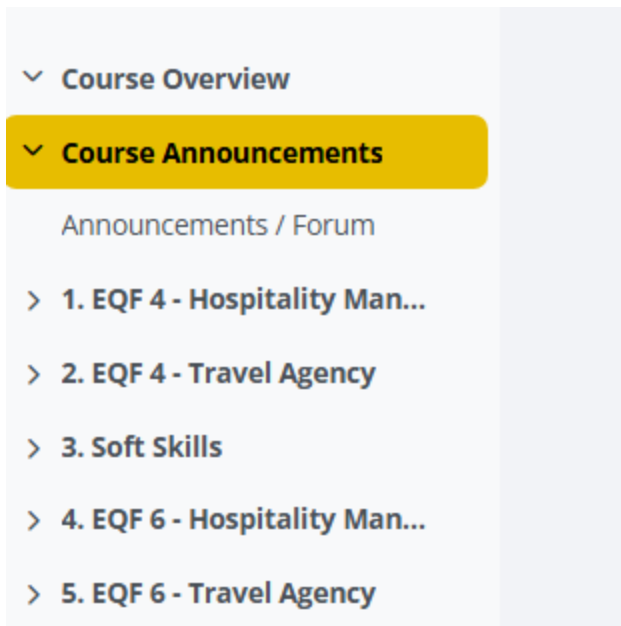


Figure 4. TourX MOOC online learning environment and main training areas.

## 2 Demonstrator Structure

The online demonstrator translates the TourX training provision into an online learning environment and provides access to the digital learning resources and activities associated with the project training pathways.

The online learning provision is organised into dedicated course areas and multilingual course versions. Depending on the respective module, the learning experience includes resources such as video, presentations and interactive learning content, together with assessment activities.

The competence-based curricula documented in Sections 4 and 5 provide the detailed specifications of the modules, learning outcomes, duration, delivery modes and assessment approaches underpinning this online provision.

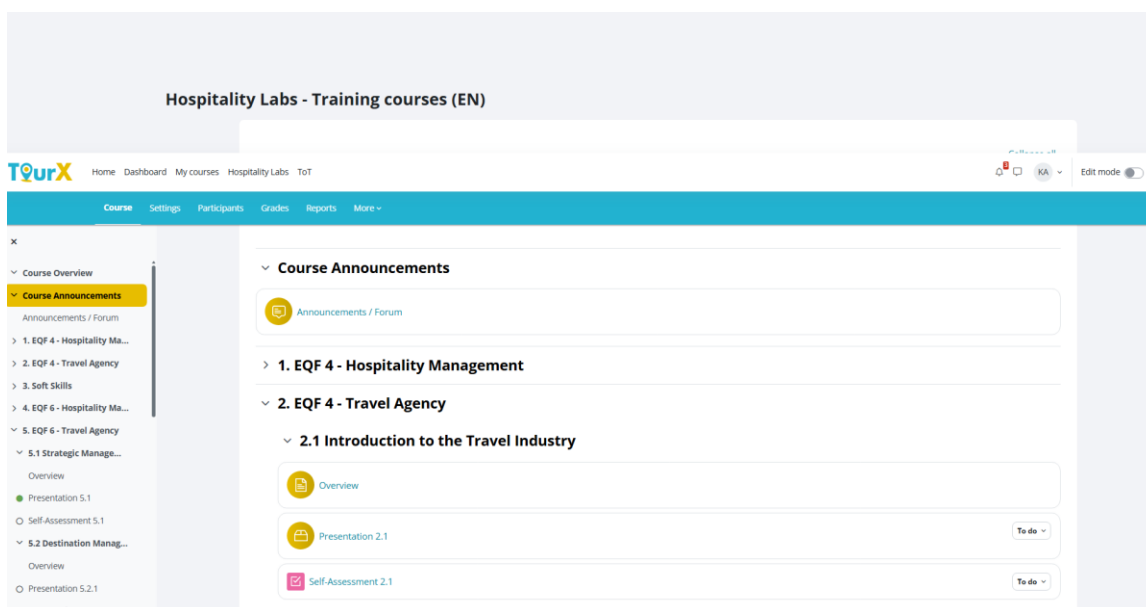
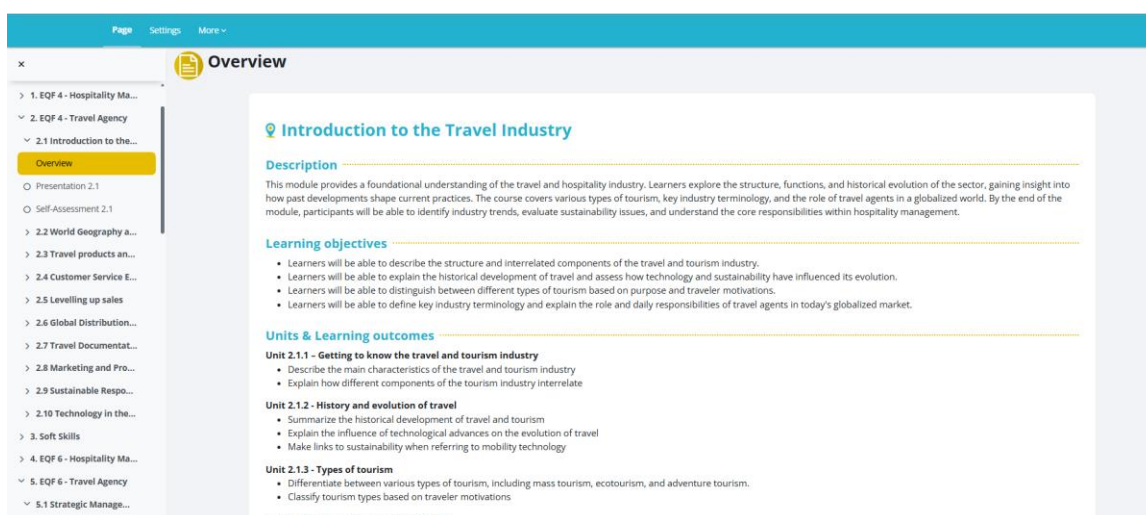
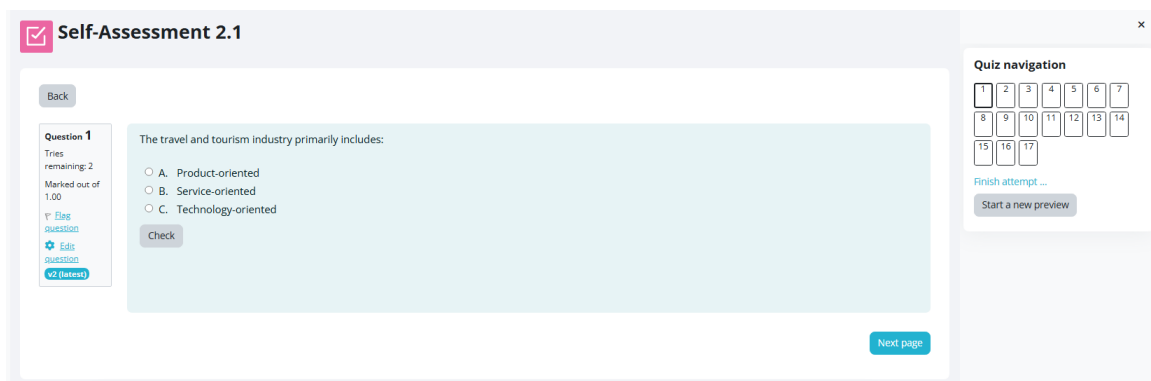
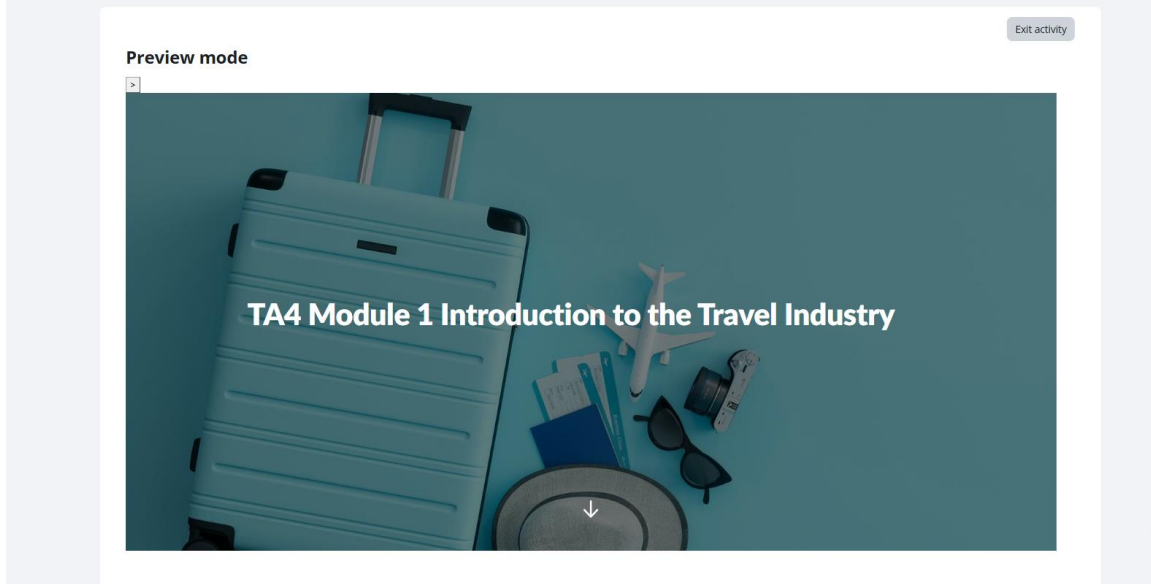


Figure 5. Example of the structure available within a TourX online course.



## Presentation 2.1



Figures 6, 7 and 8. Examples of learning resources available within a TourX online course.