

job READY

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JOBREADY FRAMEWORK

MODULE 1

Introduction to Hospitality and Tourism

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Module 1: Introduction to Hospitality and Tourism


I. Module Overview

This module provides learners with general knowledge of the hospitality and tourism sector, its specific characteristics, challenges and transformations over the last few years. The emphasis is on learners' understanding the effect of the sector on the environment and the socio-economic life, the motivations and interests of tourists and clients, and the implications created by the digitalisation.

Introduction to Hospitality and Tourism		Duration (Hours)
Classroom-based Learning	Content Delivery	12
	Individual Work	4
	Assessment	1
Practical on-the-job training		<i>TBD prior to internship</i>

II. Learning Units Overview

Learning Units	Duration (Hours)
LU1.1 – Characteristics, challenges and transformations of the hospitality and tourism sector	5
LU1.2 – Effect of the sector on the environment and socio-economic life	3
LU1.3 – Target groups' motivations, good practices and innovations in the sector	4

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1. Learning Unit 1.1: Characteristics, challenges and transformations of the hospitality and tourism sector

• Learning Unit Description

This learning unit introduces learners to the tourism and hospitality sector and equips them with some key terminology and technical language. It also builds an understanding of the challenges and transformations that the sector is facing nowadays.

• Learning Outcomes and Objectives

Learning Outcomes	Learning Objectives	Duration (Hours)
LO1.1.1 Define tourism and hospitality, describe their characteristics and develop familiarity with the specific technical language of the sector	<ul style="list-style-type: none"> • Concept and classification of tourism • Concept and classification of hospitality • Vocabulary building 	2,5
LO1.1.2 Describe the challenges faced by the sector	<ul style="list-style-type: none"> • The biggest recent challenges affecting the sector 	1
LO1.1.3 Characterise the transformations undergone by the sector	<ul style="list-style-type: none"> • The most impactful trends and changes in the sector 	1,5

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- Learning Outcome 1.1.1 Define tourism and hospitality, describe their characteristics and develop familiarity with the specific technical language of the sector



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Hospitality is a field that focuses on providing accommodations to visitors at hospitality-related industries, such as hotels, motels, restaurants, cruise ships and convention centres, while tourism is focused on providing quality attractions and events in order to entice tourists to come.

Both the hospitality and tourism industries focus on serving people when they travel. These are highly competitive and always-changing fields that require people to be able to adapt to a changing market and work environment. Both tourism and hospitality professionals need to be good marketers to draw potential clients and customers to their industries.



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Learning objective	Duration (hours)
<ul style="list-style-type: none"> ● Concept and classification of tourism 	1



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Tourism is the business of providing services such as transport, places to stay, or entertainment for people who are on holiday.

Tourist is someone who visits a place for pleasure and interest, usually while on holiday.



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Travellers are individuals or groups, business, holiday makers, commercial travellers, students, relatives, friends etc.

Reference Sheet 1.1.1.a: Concept and classification of tourism

The main types of tourism are:

Domestic tourism is meant for tourists belonging to their usual place of residence or to the areas in their own country and do not need any documentation for travel or residents of the given country travelling within their country.

Inbound tourism is defined as that form of tourism in which the tourists enter a country i.e., it is related to non-residents of a country travelling to that country. When the tourist resident of another country enters any other country, then he is 'Inbound' to the visiting country. Normally inbound tourists are sent through agents who have a tie-up with a local agent.

Outbound tourism is referred to the tourists leaving their country of usual origin to another country, or it can be said that it is related to residents travelling to another country. A resident leaving his own country of residence and moving out to other another country is known as 'outbound tourism' to the leaving country. It promotes foreign tours of local nationals through the travel agents. It is the promotion of foreign travel of the local population.

Business tourism is referred to as a category of people who visit a country for business which

Activity 1.1.1.a: Interactive discussion on the various types of tourism

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instruction:

Step 1: Participants are engaged in a focus group to discuss the various types of tourism.

Step 2: The facilitator then divides all participants into smaller groups and assigns a task to each group to summarise the most typical characteristics for a given type of tourism.

Step 3: Each group nominates a leader who delivers a short presentation on the topic on behalf of his/her group.


Estimated duration: 15 – 20 minutes

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • Concept and classification of hospitality 	1



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Hospitality is the food, drink, entertainment and experience that a business provides for guests or customers.

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Reference Sheet 1.1.1.b: Concept and classification of hospitality

Purpose of the hospitality industry – to provide unique, professional, and memorable experiences for consumers during their free time at a cost. The focus of the hospitality industry is the customer and giving them the best experience possible. The hospitality industry is a broad group of businesses that provide services to customers. It relies on discretionary spending by consumers as well as the consumer's availability and free time. There must be a demand for leisure activities for the industry to be successful because the experiences which the hospitality industry provide are not necessities of life.

Reference Sheet 1.1.1.c: Main areas of hospitality

Food and beverage services – can be any situation within hospitality where people are provided with food and drinks. This can include restaurants, bars, catering, cafeterias, and food delivered to people through room service at hotels.

Travel and tourism – is about providing an experience during traveling regardless if the person is traveling for business or pleasure. This can be anything from travel agents, working on a cruise liner, or even leading a walking tour of a historic landmark in a city.

Lodging – is making sure a guest feels home away from home by providing safety and security (and also a positive experience) to guests.

Recreation – covers a wide range of hospitality opportunities, from running a music venue, a museum, or a movie theatre, to any other outgoing and entertainment opportunities.

Activity 1.1.1.b: Quick Questionnaire

Materials: paper, pen, or PC/ tablet/ mobile phone to get access to the examples and mark findings, take notes

Instructions: Ask each member of the training group to work individually and complete the following working sheet by selecting the most appropriate word from the given options:

My uncle works in the industry as he runs a B&B in Larnaka.


music; b) hospitality; c) health

The hospitality industry is focused on making sure that the Is happy and satisfied.

customer; b) business; c) trainer

..... is a service that provides people with food and drinks

Learning objective	Duration (hours)
<ul style="list-style-type: none"> Vocabulary building 	1

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Reference Sheet 1.1.1.d: Useful vocabulary

APEX fare – the lowest and most heavily restricted airfare

Back-to-back ticketing – booking to overlapping round trips with opposite origin and destination points, where both bookings meet restrictions required to obtain a discount fare

Booking – term used to refer to a completed sale by a destination, facility or a supplier

Carrier – any provider of mass transportation

Cover – each dinner at a restaurant

Flat room rate – basic rate with no discount or special offer

GIT – group travel in which individuals purchase a group package

Incentive travel – travel offered as a reward for top performance

Inclusive tour – a tour programme that includes a variety of features for a single rate

Head count – number of people attending an event

Market volume – the total number of travellers within a market a category

Net rate – the rate provided to wholesalers and tour operators that can be marked up to sale to the customer

No show – a customer with a reservation who fails to show up and does not cancel

Occupancies – a percentage indicating the number of bed nights sold

Rack rate – the rate accommodations quote to the public

Shells – marketing and sales promotional pieces that depict a destination accommodation or attraction and provides space for a copy to be added at a later date

TOT – a tax that is set locally on the cost of commercial accommodations

Learning Outcome 1.1.2 Describe the challenges affecting the sector

Learning objective	Duration (hours)
● The biggest recent challenges affecting the sector	1

Reference Sheet 1.1.2.a: Challenges

Staff shortages and retention – staff shortages have impacted the hospitality industry over the last few years and now, more than ever especially after the Covid pandemic, present a significant issue for hospitality businesses.

Cost of living crisis – the exponential rise in prices challenges the hospitality industry two-fold. First, from a consumer perspective, where the public has less money to spend eating or drinking out, then also for their businesses' own rising costs.

Rising operational costs – rising operational costs pose a significant challenge. From labour costs and food prices to energy bills, the industry must find ways to manage expenses and maintain profitability without compromising on quality.

Economic downturn – high inflation and rising oil prices translating into higher transport and accommodation costs, tourists are expected to increasingly seek value for money and travel closer to home.

Sustainability – with climate change and environmental concerns becoming increasingly pressing issues. The hospitality industry must take steps to reduce their carbon footprint and adopt sustainable practices. This could include measures such as using renewable energy sources, reducing waste, and promoting sustainable tourism.

Technology – technology is transforming the hospitality industry, and in the coming years, it will play an even more significant role. Hospitality industry must embrace new technologies such as mobile apps, artificial intelligence, and virtual reality to enhance the guest experience and improve efficiency.

Supply chain issues – Supply chain issues have affected most of the world, although Europe had the hardest hit. The hospitality industry is affected on an operational level when bottlenecks cause delays on delivering food & drink, bed linen, housekeeping products and other replenishable goods.

Activity 1.1.2.a: Brainstorming on measures to resolve the staff shortages and retention problems

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Encourage trainees to discuss in small groups measures that the hospitality industry can implement to resolve the staff shortage and retention problems.

Step 2: Each group should then present their proposed solutions to all other trainees.

Estimated duration: 5 – 10 minutes

Activity 1.1.2.b: Brainstorming on measures to improve the carbon footprint in the hospitality sector and making it more sustainable

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instruction:

Step 1: Encourage trainees to brainstorm and elaborate on steps and measures the industry can take to reduce the carbon footprint in order to address environmental concerns.

Step 2: Choose a couple of trainees to share their thoughts with all other trainees.

Estimated duration: 5 – 10 minutes

Activity 1.1.2.c: Brainstorming on new technology affecting the hospitality sector**Instruction:**

Step 1: Encourage trainees to discuss the pros and cons of technology in the hospitality industry and how it can be used to embrace guest experience in a positive manner.

Step 2: Choose a couple of trainees to share their thoughts with all other trainees.

Estimated duration: 5 – 10 minutes

Learning Outcome 1.1.3 Characterise the transformations undergone by the sector

Learning objective	Duration (hours)
● The most impactful trends and changes in the sector	1

Reference Sheet 1.1.3: Trends and changes

Moving towards more sustainable tourism – sustainability is a major driving force in the hospitality industry, with hotels and restaurants welcoming eco-friendly initiatives to minimize their environmental footprint. Ecotourism is all about intentionally organising travel plans in a way that doesn't harm the environment.

Enhancing the industry with technology – the integration of artificial intelligence and other technologies is reshaping the hospitality industry. AI-powered chatbots are being employed for personalized customer service to provide instant assistance and support to guests throughout their stay. Whether it's answering inquiries, making reservations, or addressing issues, chatbots offer convenience for both guests and staff. On the other hand, predictive analytics algorithms help with demand forecasting and pricing optimization. AI is gaining traction in the hospitality industry because of its enhanced data analytics of consumer behaviour patterns and improved ability to meet client demands. Data-driven personalization enables hotels to tailor offerings and marketing messages to individual guest preferences.

Workforce empowerment – Over the past two years, the industry's biggest challenge has not been attracting customers but rather finding and retaining staff. To address this issue, many hotel groups have begun to make improvements, and there has never been a better time for newcomers to the industry to negotiate better working conditions and salaries.

Activity 1.1.3: Debate

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Divide trainees into two groups.

Step 2: Group 1 should consider the pros of technology for the sector and Group 2 should consider the cons of technology to the sector.

Step 3: Encourage a debate between the groups. Ask Group 1 to defend the idea of how technology is positive for the sector, while Group 2 should focus on arguing that technology is having a negative effect on the sector.

Estimated duration: 15 – 20 minutes

2. Learning Unit 1.2: Effect of the sector on the environment and socio-economic life

• Learning Unit Description

This learning unit focuses on understanding the effect of the sector on the environment and the socio-economic life. It highlights the overall positive influence and the negative impact of the sector.

• Learning Outcomes and Objectives

Learning Outcomes	Learning Objectives	Duration (Hours)
LO1.2.1 Explain the relationship between the sector, the environment and the socio-economic life	<ul style="list-style-type: none"> • Hospitality and tourism as a socio-economic phenomenon • Hospitality and tourism and economic development • The impact of the sector on the environment 	3

- Learning Outcome 1.2.1 Explain the relationship between the sector, the environment and the socio-economic life

Learning objective	Duration (hours)
• Hospitality and tourism as a socio-economic phenomenon	1

Reference Sheet 1.2.1.a: Hospitality and tourism as a socio-economic phenomenon

Positive – the social factors of family, groups, roles, responsibility, and status play a role in leading tourism to its present state. Through these factors, families are exposed to a new lifestyle, personality, ideas, and conception that shape tourism needs. In addition, age, life cycle, occupation, and social status are also some individual-based factors that influence tourism. Such as the need of people to identify themselves with a social class are influenced by the collective behaviour. These include people's choices of tourist destination, mode of transportation, and accommodation. Tourists are motivated by fulfilment of needs and tourists ensure that their psychograph profiles match with their destination preferences. Also, there is an opportunity for re-evaluation, self-discovery, opportunity to adopt a different role in different situations, and interaction with different people. Tourism helps in poverty reduction as it is a labour-intensive industry. It allows creation of jobs in remote areas where even unskilled labourers can find jobs in this diverse industry.

Negative – among the negative factors of tourism impacting the living conditions includes racial discrimination as well as those arising from disparities in wealth, income, and discretionary spending. Other negative influences of tourism on living conditions include resettlement of traditional communities, crime, prostitution, littering, population size, increase in traffic congestion, and traffic accidents. Also, tourism can lead to a shortage of goods and services for the native population. The negative socio-cultural influence of tourism on living conditions also include difficulties of sustainable development, sporadic violence, and absence of shopping establishments and spaces. Occasionally the local culture may also get negatively impacted due to tourism, for example, a decline of native culture and social order being disturbed.

Activity 1.2.1.a: Debate on the positives and negatives of tourism on the socio-economic life

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Split the participants into two groups.

Step 2: Group 1 should consider the pros of tourism on the socio-economic life and Group 2 should consider the cons of tourism on the socio-economic life.

Step 3: Encourage a debate between the groups. Group 1 should argue the positives of tourism on the socio-economic life and Group 2 should argue the negative aspects.

Learning objective	Duration (hours)
<ul style="list-style-type: none"> Hospitality and tourism and economic development 	1

Reference Sheet 1.2.1.b: Hospitality and tourism and economic development

Development – the hospitality and tourism sector is a catalyst for socio-economic growth, boosting revenue and promoting cross-cultural understanding. It improves infrastructure, preserves heritage, and protects nature, benefitting nations worldwide.

Economy – the industry is important main driver in global value creation and key contributor to the local and global Gross Domestic Product.

Job creation – the hospitality and travel industry accounts for one out of every ten employment opportunities.

Activity 1.2.1.b: Discussion on how the hospitality and tourism is supporting economic development

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Participants shall list areas of economic development that are positively affected by the hospitality and tourism sector.

Step 2: Choose couple of trainees to describe to all other trainees areas of economic development that are positively affected by the hospitality and tourism sector by providing examples and defending their arguments.


Estimated duration: 10 – 15 minutes

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • The impact of the sector on the environment 	1



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Tourism often puts pressure on natural resources through over-consumption, often in places where resources are already scarce.

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Reference Sheet 12.1.c: Impact on the environment

Negative – Some of the negative effects of tourism include the depletion of local natural resources as well as pollution and waste problems. Tourism contributes to more than 5 percent of global greenhouse gas emissions, with transportation accounting for 90 percent of this. By 2030, a 25% increase in CO₂-emissions from tourism compared to 2016 is expected. The direct effect of tourism includes: environmental damage, wildlife destruction, deforestation, water pollution. The indirect effects includes: increased harvesting of natural resources to supply food, indirect air and water pollution (including from flights, transport and the manufacture of food and souvenirs for tourists).

Positive – Tourism can bring financial sources of money for natural resource management, boost conservation practices, encourage sustainable development, spread ecological awareness.

Activity 1.2.1.c: Debate on the positives and negatives of tourism on the environment

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Split the participants into two groups.

Step 2: Group 1 should consider the pros of tourism on the environment and Group 2 should consider the cons of tourism on the environment.

Step 3: Group 1 should argue the positives of tourism on the environment and Group 2 should argue the negative aspects.

Estimated duration: 15 – 20 minutes

3. Learning Unit 1.3: Target groups' motivations, good practices and innovations in the sector

• Learning Unit Description

This learning unit familiarises learners with the motivations and interests of the key target groups, i.e., tourists and clients. It also focuses on exploring some good practices and innovations in the hospitality and tourism sector.

• Learning Outcomes and Objectives

Learning Outcomes	Learning Objectives	Duration (Hours)
LO1.3.1 Identify the needs and motivations of the key target groups	<ul style="list-style-type: none"> • Motivations, interests, leisure and free time 	2
LO1.3.2 Identify good practices, strategies and innovative approaches	<ul style="list-style-type: none"> • New modalities in Hospitality and tourism • Digital Transformation • Sustainability 	2

• Learning Outcome 1.3.1 Identify the needs and motivations of the key target groups

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • Motivations, interests, leisure and free time 	2

Reference Sheet 1.3.1.a: Motivations, interests, leisure & free time

Motivation – For many people, tourism is a way of satisfying their psychological needs such as travelling, performing leisure activities, exploring novelty and capabilities, self-expression and self-assurance, creativity, competition, need for relaxation, and belongingness.

Push factors – push factors are intrinsic or internal desire or needs that urge people to travel. Push factors are socio-psychological in nature as they arise from within the individuals and are associated with factors like yearning for rest, leisure, recreation, spending time with family and friends or even a weekend getaway are all examples of Push factors. Psychological and physiological imbalances in particular play an important role to motivate people.

Pull factors – are based on a destination's attractiveness, specifically the facilities and amenities it has to offer to the tourists, for example appropriate accommodation, restaurants, entertainment facilities, etc. Despite the fact that pull factors are largely stimulated by external forces and are destination specific, but they can help set off the push factors.

Types of tourists:

The Drifter – highly adventurous, interacts and lives with the local community;

The Explorer – prefers solo travel, congenial accommodation and dependable mode of transport;

The Individual Mass Tourist –

Reference Sheet 1.3.1.b: Motivators

Physical Motivators – are concerned with health and well-being. It includes rest, sports and recreational activities like climbing, hiking, swimming, undergoing treatments, attending yoga camps etc. In short, they are directly related to one's health.

Interpersonal Motivators – Human beings are complex social animals that have the ability to exchange ideas, thoughts and values through language or other means of communication. Thus, interpersonal motivators include visiting friends and relatives, spending time with family etc.

Cultural Motivators – The ardent desire to explore ideas, customs or social behaviour of another community or society fall under this category. For instance, tourists interacting with local community and learning about their dance forms, folk lore, history etc.

Status and Prestige Motivators – The need for fame, recognition, respect amongst peers and society, self-fulfilment, ego enhancement, personal development and desire for continuation of education are covered under this category. It also includes travel for business or professional purposes.

Activity 1.3.1: Role play

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Select 4 trainees.

Step 2: Ask them to assume the role of the “Drifter”, “Explorer”, “Individual Mass Tourist” and “Organised Mass Tourist” each, without revealing to the group who has chosen what.

Step 3: Give them 5 minutes to think and then describe to the group his/her ideal vacation by mentioning the location, type of experience and activities to be performed.

Step 4: Based on the short presentations, the group then needs to guess what type of tourist is each of the presenters.

Estimated duration: 20 – 25 minutes


- Learning Outcome 1.3.2 Identify good practices, strategies and innovative approaches

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • New modalities in hospitality and tourism 	0.5



New Modalities in hospitality and tourism

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Reference Sheet 1.3.2.a: New modalities

Ecotourism – This involves traveling to natural areas and engaging in activities that promote conservation and sustainable development.

Adventure tourism – This involves activities such as hiking, rock climbing, and whitewater rafting that provide an adrenaline rush and a sense of adventure.

Cultural tourism – This involves traveling to experience the arts, heritage, and cultural activities of a particular region or country.

Religious tourism – This involves traveling to places of religious significance, such as pilgrimage sites or holy cities.

Medical tourism – This involves traveling to receive medical treatment or procedures in another country.

Culinary tourism – This involves traveling to experience the local food and drink of a particular region or country.

Sports tourism – This involves traveling to attend or participate in sporting events, such as the Olympics or the World Cup.

Activity 1.3.2.a: Quiz

Materials: paper, pen, or PC/ tablet/ mobile phone to get access to the examples and mark findings, take notes

Instructions:

Step 1: Provide trainees with the quiz.

Step 2: Ask trainees to read each example and define what type of tourism that is.

I took my bike and went on a 3-day holiday to the Alpes, where I was doing extreme mountain biking and sleeping in a tent.

Answer:

I went to Mecca and Medina.

Answer:

My cousin recently visited the Niagara Falls and was hugely impressed by their beauty.

Answer:

My mother is a huge fan of Gaudi, so she spent 3 days in Barcelona to see some of his most famous creations.

Answer:

My husband is passionate about Formula 1 and for his birthday he travelled to Belgium to attend the Belgium Grand Prix.

Answer:

My grandfather went to Turkey to get some

.

Learning objective	Duration (hours)
<ul style="list-style-type: none"> • Digital transformation 	0,5

Reference Sheet 1.3.2.b: Importance and benefits of digitalisation

Improved customer experience – Digital transformation elevates hospitality’s customer experience through personalization and guest self-service.

Increased efficiency – Using the right technology leads to increased efficiency.

Big data and automation – transform hospitality decision-making and service delivery. Analysing volumes of information reveals guest patterns and trends that guide strategy.

Reference Sheet 1.3.2.c: Technology used in hospitality and tourism

Hotel operations software – is a cornerstone for digital transformation by integrating disjointed systems into unified dashboards. These consolidated platforms streamline everything from room booking to staff scheduling, customer relationship management, billing, and more. Most solutions cover all basics from reservations to housekeeping. Niche solutions may specialize in areas like optimized channel management across booking sites.

Hotel guest experience platforms – use technology to make hotel stays effortlessly personalized at every stage, from booking to post-stay. This is where mobile check-in, customized room controls, on-demand concierge access, and real-time staff communication keep visitors connected.

Property management systems (PMS) – act as hubs for hospitality operations and are an essential part of digital transformation in property management. These tools can help keep track of crucial responsibilities that keep daily functions flowing smoothly. PMS systems can also assign housekeeping tasks tied to occupancies and departures, and help coordinate maintenance schedules.

Hospitality CRMs – support highly personalized experiences. These systems aggregate visitor data to understand preferences, enabling tailored services and communications. By tracking behaviours, hotels create relevance through customized welcome messages and offers that showcase appreciation for repeat visitors.

Central reservation systems (CRS) – integrate hotels with online travel agencies (OTAs). They enable properties to manage rates and inventory from a unified platform across booking sites.

Optimized resource management – makes the most of hospitality assets from rooms to energy through precise digital tracking.

Meetings and events technology – simplify hospitality planning and execution through digital platforms.

Smart rooms – let guests customize lighting, temperature, entertainment, and more through digital interfaces like apps and voice commands.

Reference Sheet 1.3.2.d: Artificial Intelligence and Virtual Reality

Immersive virtual reality experiences – more and more hotels are using Virtual Reality or VR to offer immersive virtual tours so guests can preview accommodations and amenities before booking. For those without VR headsets, 360° videos provide a panoramic view of hotel space with just a phone or computer. Interactive floor plans also let you virtually walk through the hotel for a solid understanding of the layout. This has completely changed the way guests explore and engage with hospitality offerings.

Chatbots – Chatbots are linked with customer service and can be especially useful for delivering swift responses to questions, even when human staff is unavailable. In many cases, this can lead to first-contact resolutions, but the chatbot can also gather information and pass it on to a human rep if required.

Hospitality Using ChatGPT – ChatGPT has taken the world of hospitality by storm, powering some of the most intriguing hospitality trends. These include custom-made chatbots for hotels, restaurants, and other businesses, allowing them to offer multilingual customer service around the clock. ChatGPT can improve efficiency, reduce costs, and improve customer service.

Activity 1.3.2.b: Discussion

Materials: paper, pen, or PC/ tablet/ mobile phone to take notes

Instructions:

Step 1: Ask trainees to consider examples of AI-generated services and solutions within the hospitality and tourism industry.

Step 2: Ask couple of trainees to give examples of AI-generated services and solutions within the hospitality and tourism industry.

Step 3: Ask the training group to also discuss whether they believe that AI is improving customers' experience or on the contrary.

Estimated duration: 5 – 10 minutes

Learning objective	Duration (hours)
<ul style="list-style-type: none"> ● Sustainability 	1

Reference Sheet 1.3.2.e: The concept

Sustainable Tourism – tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. It refers to sustainable practices in and by the tourism industry. It is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive ones.

Positive impacts – include job creation, cultural heritage preservation and interpretation, wildlife preservation landscape restoration, and more.

Principles of sustainable tourism – Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development.

Reference Sheet 1.3.2.f: How to achieve sustainability

Environmental aspects – Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

Social-cultural aspects – Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

Economic aspects – Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation

Activity 1.3.2.c: Importance of sustainability

Materials: paper, pen, or PC/ tablet/ mobile phone to get access to the examples and mark findings, take notes

Instructions:

Step 1: Ask participants to acquaint themselves with the EU Strategy for Sustainable Tourism at

https://www.europarl.europa.eu/doceo/document/A-9-2021-0033_EN.html

Step 2: Participants shall define what sustainability is in the context of tourism.

Estimated duration: 15 – 20 minutes

Individual work – Assignments with an overall duration of 4 hours – overview:

Individual work 1:

Write a motivation letter (max. 2000 words) in response to a job advertisement for junior staff in hospitality and tourism sector. Present yourself, why do you want to work in the sector and what qualities of yours would be suitable for the role.

Individual work 2:

Watch the following video:

<https://www.youtube.com/watch?v=mtst7hf0qOU> and write a short summary (max. 500 words) of the most useful skills required in the hospitality and tourism industry.

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