

**1**  
Need Analysis

**2**  
New profile definition

**3**  
Quality assessment

**4**  
Dissemination and Recognition

# DIGITAL TOURISM

Digital Tourism – from 2018 to 2021: a successful journey



In 2018, several organisations came together to prepare, write and apply for funding for a project that could meet the needs from Hospitality companies of a then emerging trend – digitalisation in Tourism.

Taking advantage of a call launched by EACEA- Education, Audiovisual and Culture Executive Agency - the EU agency located in Brussels that manages parts of the Union's programs in

education, culture, and audiovisual, citizenship and humanitarian aid fields – for Joint Qualifications in Vocational Education and Training, a consortium of organisations coming from several countries decided to join and to apply, aiming to create a new common qualification: “Digital Tourism Technician”. Those organisations came from Portugal (INSIGNARE - Associação de Ensino e Formação, owner of

Fátima Hospitality School, a VET provider, which coordinates; and ACISO – Ourém-Fátima Business Association); Italy (EGINA, a SME specialised in R&D and mobilities; and ITE F. Scarpellini, a VET provider); Belgium (EfVET – a VET providers European association); Spain (CDEA – a VET Higher Education College); and The Netherlands (Stichting Dutch Foundation of Innovation Welfare 2 Work – a social innovator on entrepreneurship, work and education, ‘work based learning’ expert).

After the initial meetings, in Brussels, where only INSIGNARE attended, and in Ourém, where all the partners started the implementation of the project, the first results showed up: the “Digital Tourism Organisations Needs Analysis Questionnaire”, led by CDEA, where thousands of European Hospitality organisations were asked to express their views about their needs in digitalisation, which was followed by “Digital Tourism Organisations European Needs Analysis Report”, that gathered its conclusions.

Although the COVID pandemic hit this sector pretty bad, which forced the consortium to ask EACEA and to receive authorisation to postpone the end of the project for one more year, partners were able to produce other key results: the “Job Profile of a Digital Tourism Technician” and the “Digital Tourism Technician technological training content”, the core of the

new qualification, where the new Learning Units and Learning Subunits, as well as its Attitudes, Knowledges and Sills are described. It included also the “Digital Tourism Course Pool”, complementary Learning Units that VET providers can choose, in order to adapt it to their needs and realities; and the “Digital Tourism Course WBL”, the characteristics of the process of mandatory work-based learning, which the learners have to fulfil. All the documents necessary for those periods were also created.

It’s almost finished the common report of the pilot WBL experiences that 21 students did, from the three partner schools, during 2021 Spring and Summer. Like mentioned before, due to the pandemic impact in the Hospitality sector, it was not easy to organise it, but yet again the consortium was able to achieve its goals.

All these products are available at the project website: <https://digitaltourism.wixsite.com/digitaltourism>

Therefore, as coordinator, INSIGNARE is very proud of the results achieved, and wishes to express its admiration and deep appreciation to all the partners. The same attitude is extended to the several external international stakeholders that provided vital feedback throughout the three years.

## The Digital Tourism Qualification Manual

*Work-Based Learning (WBL) is an effective teaching approach used to engage students in real-life occupational experiences. It incorporates structured, work-based learning activities into the curriculum, allowing a student to apply knowledge and skills learned in class and connect these learning experiences in the workplace. Work-based learning provides students with the opportunity to engage and interact with employers, while learning to demonstrate essential employability and technical skills necessary for today’s workforce.*

The purpose of the Digital Tourism Qualification (DTQ) Manual is to provide guidance and direction for schools when developing and implementing the components of work-based learning experiences outlined in the Digital Tourism Qualification. The guidance and tools included within this resource are critical to all teachers, tutors, supervisors and administrators involved in the coordination of the Digital Tourism Qualification work-based learning program. The DTQ Manual has 6 parts:

1. Description and professional profile Digital Tourism (WP 3);

2. SDQ learning modules (WP 3);

3. Syllabus DTQ (WP3);

4. DTQ Learning plan (= Learning Agreement Work Group 3 );

5. DTQ Assessment (specification of the learning outcomes (4.3); competence, knowledge, skills);

6. Cesure and rating document (Report) – which will be published soon.

The above-mentioned documents are needed to increase knowledge of students in Digital Tourism and the (international) supply chain,



with a specification of the learning outcomes,

## The new job profile of the Digital Tourism project presented at the EfVET Thematic Teams Event 2021, by EfVET

This year the EfVET Thematic Teams Event on Internationalisation and Technology and VET 4.0 held in June 2021 had the main aim of intensely exchanging good practices focused on thematic areas selected as priorities by EfVET members through a bottom-up approach.

In this context, Insignare shared a new qualification for one of Europe's and World's highest growing sectors, Tourism, focusing on one of its most relevant trends, Digitalisation. This new qualification mixes both Tourism and IT skills, meeting the market new trends of consumer choices, mostly online and through peer reviews. It aims at preparing young people and adults to work in several types of Hospitality organisations, both under traditional business models and online/cloud business models, the digital travel market, or traditional Tourism companies that already work / want to upgrade

being aware of the differences in culture and communication in Digital Tourism. Digital access to the Digital Tourism Qualification Manual can be found on the Digital Tourism website.

The WBL Manual contains the validation and the analysis of good practices of DTQ work-based learning. This will finally give operative partners answers on how to choose DTQ good practices of work-based learning, to help with the identification of reconditions and challenges of the implementation of work-based learning and clarifies the phases of the transfer process.

The following questions and issues will be dealt with in the manual as well for transferring good practices of Digital Tourism work based learning:

- What to transfer?
- Why to transfer good practices of DTQ work-based learning?
- Who is benefiting from the DTQ transfer?
- Who is carrying out the transfer?
- Contextualisation of the Digital Tourism Qualification
- Project management
- How to go on in terms of implementation, evaluation and dissemination?
- Obstacles
- General conclusions

their work on the electronic sales channel, with all types of Tourism products.

### Main objectives:

It develops a new qualification for the Tourism sector, focusing on Digitalisation, mixing both Tourism and IT skills, meeting the market new trends of consumer choices, mostly online and through peer reviews. It prepares youth people to work in several types of Hospitality organisations, both under traditional business models and online/cloud business models, the digital travel market, or traditional Tourism companies that already work/want to upgrade their work on the electronic sales channel, with all types of Tourism products. Learners will learn to create/develop/promote/sell online products, tangible or non-tangible, small or big, private or public; will be quite mobile, as the course was designed to be implemented in international

## Objective of the practice

Considering that Tourism is the world's highest growing sector in Europe in the last few years, representing new trends of consumer choices.



companies, and will be able to express themselves in another language. It also includes long-term WBL, with a minimum of three months, allowing VET providers who will teach it to apply for Erasmus+ Pro mobilities for their students. It was designed according to EQAVET framework.

### Target groups addressed:

- Main direct target group: young learners, from 15/16 to 18/19 years old, with a completed level III education or training.
- Second direct group: VET providers all over Europe, after the national / regional authorities include it on their national available courses, with the eventually necessary adaptations. They will be the ones which will promote the course, in order to achieve the main target group.
- Main indirect group: public and private Hospitality organisations that will hire the students after they graduate from the VET providers. They will know the course by VET providers network, as the qualification includes WBL period, no less than three months abroad, so companies around Europe will be asked to host students for their internships.

### Main activities necessary for its realisation:

After making a Training Needs Analysis and a state-of-the-art report concerning the partners' countries situation about Digital Tourism, a

report with common findings and results was written. Then, the job profile of the Digital Tourism technician was designed. Following this document, the Digital Tourism Qualification technological curricula was created describing all the training modules the technological part of the training shall have under EQAVET framework. The course WBL procedures, like all the documentation required to select and assess the learners during their internship, was also designed. To disseminate the project, several online events were held; the project website and Facebook page were created and updated, as well as the Digital Tourism Forum, a Facebook group where documents and discussions are uploaded and discussed.

### Results achieved:

The main results achieved were: 1. Digital Tourism organisations' needs analysis questionnaire; 2. European Digital Tourism organisations' needs analysis report; 3. Digital Tourism Technician job profile and the Activities learners will be able to perform; skills they will be required to have; kind of tools/ equipment they will be able to work with; 4. Training Modules and its Learning Outcomes, which can also be used separately, like for the new Micro Credentials Initiative; 5. Work Based Learning period requirements for selecting and assessing the learners; 6. Digital Tourism Qualification Forum, a Facebook group where Tourism experts and professionals learn and discuss

Tourism related topics, and 7. Tourism Talks, a series of short online events focusing on Tourism trends, where experts will present and discuss with the audience several topics.

Four of the quality criteria to map this best practice were the followings:

### INNOVATION

The innovative aspect of this practice is related to two elements: the demand of such a qualification at European level and the way the training offer was developed, combining in a interdisciplinary way 3 main subjects (Tourism, Marketing and Digitalisation) that can be adapted to each country specific reality and where each module can be delivered on its own (micro-credential).

### SUSTAINABILITY

Sustainability, considered as the continuation of this practice beyond the project lifetime, stems from the fact that the course will be validated in the different countries and adopted and promoted at European level. The course also addresses issues linked to inclusive tourism, sustainable tourism and aspects linked to territorial planning. The marketing component of the training can also reinforce the sustainability of local and regional products.

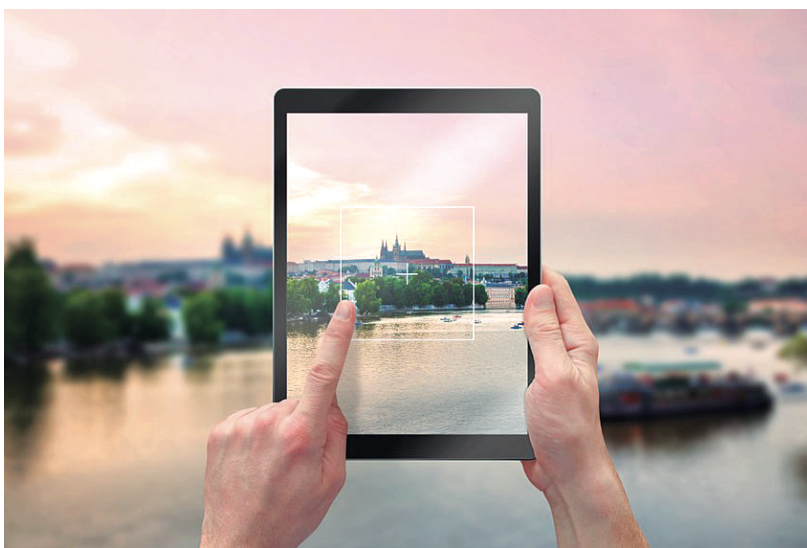
### DIGITALISATION

One of the modules of the training course is linked to digitalisation applied to the tourism sector. Learners are expected to deepen their knowledge, understanding and skills related to digitalisation, as well as to understand the type of digitalisation strategies and tools that fit best to the specific business development plan of the companies. Programming and databases are part of the students' training and an overview of other technological tools (CRM, multimedia, digital marketing technique, social media, digital content management, photography, video, sound, website, web design) is provided.

### TRANSFERABILITY

The curricula and training modules of the course are very flexible and can be adapted to different concepts. Hence, it can be offered as an entire course or adapted to existing courses at European level, by adding a new component related with digital tourism. Some of the modules of this new training offer will become a specialisation in the general Digital technician Course. The modules can also be delivered independently as there is no interdependence between them. This is particularly interesting when thinking of micro-credentials and upskilling pathways for professionals already working in the sector.

## “Digital Tourism” project nominated for the most important Hospitality Education Award in Portugal



*“Digital Tourism”, an Erasmus+ KA3 “Support for Policy Reform” project, developed by an international consortium under EACEA - European Education and Culture Executive Agency “Joint Qualifications in Vocational Education and Training” initiative, has been chosen as one of the finalists for “Best Educational Project”, under “Hospitality Education Awards”, the Tourism Training awards that cover from VET to Higher Education.*

The consortium includes six VET providers and one European VET Association, coming from Portugal, Belgium, Italy, Spain and Netherlands.

Since 2018, these organisations developed the training course for the new occupational profile – Digital Tourism Technician - based on the

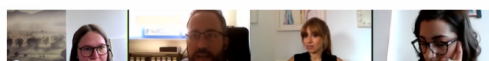
“European Hospitality Companies’ Needs Analysis Report” and on its “Job Profile and Job Description”, previously designed by the consortium. The curricula and training modules are very flexible and can be adapted to different concepts. Hence, it can be offered as an entire course or adapted to existing courses at European level, by adding a new component related with digital tourism. The modules can also be delivered independently, as there is no interdependence between them. This is particularly interesting when thinking of microcredentials and upskilling pathways for

professionals already working in the sector. All the information can be reached and downloaded on the project website.

The results will be announced on September 27, World Tourism Day, and the jury gathers Turismo de Portugal (national Tourism Board), ANESPO (National Association of VET Schools), Network of Polytechnic Higher Education Institutions with Tourism courses, IEPF (Employment and Professional Training Public Office) and UNWTO – World Tourism Organisation.

## Digital Tourism within the ENNE Blended Course

The Digital Tourism Project was introduced within the [ENNE Blended Course](#) on September 2021, thanks to the support of Sérgio Fernandes from Insignare. All participants to the course enjoyed the good practices, the main mission and results produced within the project.



### ENNE Blended Course - online workshop

June 10th, 2021

Creation of a new Job Profile and VET course: Digital Tourism Technician

INSIGNARE, PT



Since June 2021, EGInA is been leading an online course, with 25 representatives from 5 European countries (Italy, Portugal, Belgium, Germany and Bulgaria) on Erasmus KA1 and KA2 project proposals writing that is the second capacity building activity within the project. The course started after the MOOC on Quality mobility, offered to the members of the National Excellence VET Network and

it is addressed to VET staff interested in applying for KA2 Erasmus projects funding to improve the educational experience of VET learners.

The goal of the course is to provide guidance for successful Erasmus project proposals submission in the field of VET and it will be based on an intensive online preparatory phase and actual proposal writing. The course will be hands-on and practical: participants will have the opportunity to finish the course with a developed proposal, almost ready to be submitted to their respective funding Agencies. Participants will acquire theoretical knowledge, and they will carry out practical work, gaining valuable experience in project proposals preparation.

## Digital Tourism final project meeting in San Sebastian, Spain

Due the COVID -19 pandemic situation in the world, project meetings were mostly held remotely, but the final meeting of the Digital Tourism project took place in San Sebastian (Spain).

Marijo Moreno (CDEA) welcomed the participants and Sérgio Fernandes (INSIGNARE, coordinator) gave an introduction of programme.

During this final meeting partners analysed the deliverables of the final work packages, evaluation, and dissemination reports.



The partners believe that combined with well-structured evaluation and monitoring plan and supported by an effective dissemination strategy and a plan for quality assurance, the validation of the assessment criteria and experimentation will produce tangible and persistent outcomes during the project implementation, but across the partners, being the work-based learning expert, was lead the work packages and distributed tasks. In the past few months, each of the WPs' activities was implemented in Italy, Netherlands, Portugal and Spain.

As for VET providers, the new qualification reached more than 1000 European organisations. Through partners networks, EfVET wide-transnational network – which includes European and national Policy Makers, EU institutions and others, we were able to bring all relevant outcomes and will still do so beyond the consortium borders.

Concerning Hospitality organisations, right from the beginning of the project, there was a clear focus to involve them. Hence, Tourism organisation confirmed the existing gap between what they need, concerning staff training and selection, and what schools now offer, related to the Digital Tourism era. More than 5000 organisations got the questionnaire and its supporting information, allowing the consortium to write the deliverable Work Package 4, the “Digital Tourism Organisations European Needs Analysis Report”.

## DIGITAL TO GROW

In November 2020 ITE SCARPELLINI participated in the competition “Digital Innovation 2020” promoted by the Italian Ministry of Education in collaboration with Anitec-Assinform (the Association for Information and Technological Communication of Confindustria) which involved high schools in various areas of Italy.



The evaluation committee chose four projects that received the "National Award on Digital Innovation". They conferred also five special mentions, between which the one assigned to ITE SCARPELLINI in the framework of the Erasmus KA3 project Digital Tourism. The mention was referred to the Institute's proposal to adapt the 3 years Digital Tourism Technician Course

created by the international partnership of the project to the Italian school system, beginning the process to update the existing tourist course with new digital learning outcomes.

<https://www.anitec-assinform.it/>

Article: <https://www.lanazione.it/umbria/cronaca/digital-tourism-menzione-speciale-per-lo-scapellini-1.5710891>

## Events in the framework of the Digital Tourism partnership



The partnership of the project Digital Tourism launched a series of short online events focusing on Tourism trends – the 'Tourism Talks', where experts present and discuss with the audience several topics.

One of the last events was held on the 9th of July and was focused on “Work Based Learning in Digital Tourism”. In this occasion, Pieter van Schie, Director at the Dutch Foundation of Innovation Welfare to Work presented three phases foreseen in the process of the new qualification developed in the framework of the project, namely: Recruitment and Selection; Work Based Learning Assessment, and WBL Learning Agreement.

The following one was titled “Digital Promotion of Tourism Products” on the 28th September and the next Tourism Talks will be:

- “Digital differentiation in Hospitality: companies and people” – 19th October, 13:00 - 14:00 CEST
- “Destination and Hotel strategic management” – 9th November, 13:00 - 14:00 CET
- “Challenges of the 2030 agenda for sustainable tourism” – 7th December, 13:00 - 14:00 CET

All the relevant information related to the events will be shared on the project Facebook page of Digital Tourism.

## Partnership:



[WEBSITE](#)

[FACEBOOK](#)

[INSTAGRAM](#)