



Teacher's manual

Introduction

EPIG – Educating Professionals on Islands in GastroTourism is a Interreg Central Baltic project aimed to higher the level of knowledge in the sector of gastronomy and tourism at islands in the Central Baltic Area. Partners in EPIG is Åland islands (lead partner), Kuressaare Ametikool at Saaremaa and Gutegymnasiet at Gotland (discussion partner). All partners are vocational schools that provide education in gastronomy and tourism/service.

The main reasons for developing this curriculum for gastronomic tourism is the lack of qualified staff and challenges in the tourism and gastronomy sector. The tourism season is short and staff in this sector are quite often not educated for a job within tourism and gastronomy. Since life on an island is different from life on mainland, these island characteristics, will be emphasised.

This course is aimed for both youth students and professionals. The course can be voluntary or mandatory for students. It's important that the course is flexible and useful for professionals. Professionals might have microbusinesses or SME:s and therefore no possibilities to take on full time studies. It's recommended that the course is arranged in evenings and weekends to reach a wider target group.

At first, needs were identified by gathering data from about 50 tourism professionals. Data was collected through interviews and surveys. The data was set together by project managers and sorted under titles. From the titles and list needs we've been, together with teachers, steering group and professionals from the sectors, developing the curriculum.

EPIG was launched in the beginning of the Covid-19 pandemic, a true crisis for especially the tourism sector but also for gastronomic companies. We have been aware of that the knowledge needed and the way of tourism will change during the pandemic and might change even more after the pandemic. Due to these conditions, we've been keeping an open mind for changes in both sectors and their needs.

Erika Gustafsson
Project manager, lead partner

The curriculum

Some of the topics are found in several categories.

Local knowledge	Local gastronomy	Entrepreneurship	Marketing, additional sales and aesthetics	Hospitality
Culture and history of the region Local events	Preservers	Composing a menu	Storytelling and creating texts.	Communication skills
	Local products	Hygiene	Communication	Creative thinking
	Chemistry of food products	Pricing	Marketing	Flexibility
	Food from forest	Sales	Service	Independent work
	Cooking technology, forgotten skills.	Networks	Table setting	Responsibility
	Plating	Cooperation	Etiquette	
	Thematic cooking	Sustainability	Product design and packeing.	
	Local fish Herbs Local bread making Food from the forest			
	Food and health			
	Producers			
Food experience to customers				

Summary of the curriculum

Title of the curriculum	GatroTourism
Extent of the curriculum	10 ECTS credits
Curriculum level	EQF 4
Purpose	The tourism sector needs a boost and an upgrade of enthusiasm, knowledge and experience. A well planned and highly island focused curriculum will be an improvement for both islands. The purpose of the project and the curriculum is to improve the level of knowledge among students and professionals in the field of gastronomy and tourism.
Key learning outcomes	The aim of the project is to improve the level of knowledge in the sectors of tourism and gastronomy. The course will be available to both students and employees in the sectors and is both flexible and useful. The basis for the course is determined based on what the sectors want or need, the staff's knowledge and development are in focus. Some of the topics we hope to include in the course is sustainability, hospitality, collaboration and of course gastronomic tourism.
Modules	Local tourism, 2 ECTS Local gastronomy, 2 ECTS Entrepreneurship, 2 ECTS Boosting sales, 2 ECTS Hospitality, 2 ECTS

Module 1 - Local tourism, 2 ECTS

Purpose

The purpose of the course is to improve the level of knowledge about island's tourism activities for persons in the sector of tourism and gastronomy. Training aims that student knows the local food and tourism area and knows how to cooperate at the local level.

Content

Tourism in general, history and traditions, activities, accommodation, food and drinks. Evaluate cooperation. Sustainable tourism development - primarily economic and ecological, tourism trends, pricing tourism experiences.

Learning outcome

Student:

- Understands the most central concepts, definitions and areas of activity in tourism and explain the impact on the region's renown and attractiveness today.

- Knows local history and traditions and can retell interesting stories for guests.
- Can give an account of the hospitality industry in the local region (activities, accommodation, food and drinks) and understand the role of regional umbrella organizations in mediating local tourism to target group.
- Recognize cooperation possibilities and can account for the benefits of cooperation.
- Recognize sustainable tourism and have insights in sustainable development and environmental thinking.
- Understands the profitability of tourism activities.
- Have insight into tourism trends and knowledge of where to find information about these.
- Knows where to find current governmental documents for local tourism.

Assignment

Example:

Understands the most central concepts, definitions and areas of activity in tourism and explain the impact on the region's renown and attractiveness today.

- Questions for discussions: What is tourism? Who is a tourist? How is our society affected by tourism? How does tourism affect our GDP? How can you work with tourism? What tourism companies do we have on our island? What would tourists want to see on islands in the Baltic region?
- Exam with the most central concepts.

Knows local history and traditions and can retell interesting stories for guests.

- Questions for discussions: What historic places is interesting for tourists, both from abroad and staycation tourists? What is worth telling? Where can information about these places be found? What traditions is typical for our island?
- Study visits to a historic place with a guide who can tell about the place

Can give an account of the hospitality industry in the local region (activities, accommodation, food and drinks) and understand the role of regional umbrella organizations in mediating local tourism to target group.

- Questions for discussions: What activities, accommodation and food offer are to be found on the island?
- Study visits to the regional umbrella organization
- Exam: Plan a trip for a couple, a family or a person with travel, accommodation, activities. The budget must be realistic.

Recognize cooperation possibilities and can account for the benefits of cooperation.

- Study visits to two or three different companies in the field of tourism/gastronomy and let the students tell how these companies could cooperate in a win-win situation.
- Look at companies who already cooperate and discuss how it affects their company, economy, good will etc

Recognize sustainable tourism and have insights in sustainable development and environmental thinking.

- Questions for discussions: What is sustainable tourism? What is no-sustainable tourism? In which ways can tourism be sustainable? Social, economic and environmental? How can we create or develop tourism in a sustainable way?
- Look at examples where tourism is not sustainable, it could be environmental but also social, like how mass-tourism affects both the environment and people who live in the area

Understands the profitability of tourism activities

- Questions for discussions: How do you make money on nature tourism for example? How do you produce a service worth paying for?
- Study visits to local experience tourism company

Have insight into tourism trends and knowledge of where to find information about these.

- Questions for discussions: What is trending now in both tourism and gastronomy? What is going to be a trend in the future?
- Show students where to find trend reports, both international and local and how to use these.

Knows where to find current governmental documents for local tourism.

- Questions for discussions: Why is the government interested in the local tourism?
- Show students where to find governmental documents

Using digital tools to identify the role of tourism and the content of offers based on the main trends in the tourism sector.

Group work:

Using digital tools to identify the role of catering and the content of offers based on the main trends in the tourism sector in Estonia.

Group work: using digital tools to find out the importance and content of catering based on the main trends in the field of tourism in Estonia.

The main purpose of a study trip under food tourism, may include following activities:

1. visit food producers in the area;
2. visit a food festival;
3. visit a food fair;
4. visit shops selling farmers' products;
5. participate in an illustrative cooking or cooking workshop;
6. taste high-quality food products;
7. participate in any other food-related activities.

Food tourism as an industry comprises three interconnected sectors:

- a) food and drink;
- (b) travel and accommodation;
- (c) related activities.

Task

Using digital tools , search for information and provide an overview of companies active in the food tourism sector in afreely selected region. Name the most important for each point.

Toit and beverages

1. Catering establishments
2. Food manufacturers and distributors
3. Cooking schools and courses
4. Food-related events
5. Grocery stores and retail

Travel & Accommodation

1. Farms and farmers' markets
2. Destination Marketing Organizations
3. Food tours, tour operators
4. Accommodation with recognised kitchens
5. Food-related attractions

Related activities

1. media
2. Specialty students and researchers
3. Professional associations
4. technology

Explain how important from the point of view of food tourism you can consider a given area based on this review?

Learning outcome 2

Take part in a study visit to Visit Saaremaa, a local umbrella organisation, and visit store Saarte Sahver to get acquainted with the carriers of the label "Saaremaa Genuine Product".

Practical group work with presentation: prepare a report on the course with the presentation on the basis of a given starting task.

Answer the questions! (Visit Saaremaa)

1. Name of umbrella organization to be visited:
2. Location of the organization:
3. Name the services and products of the organization:
4. How many employees are there in the company?
5. What services does the company offer?
6. Where can customers get information about their products and services?
7. Highlight the positive and negative sides of this profession:
8. Indicate the personal characteristics necessary for the work:

9. What are the main customer groups of the company?
10. What does the company look like through the customer's gaze?

Answer the questions! («Genuine product of Saaremaa” badge holders)

1. What conditions must be met by the applicant in order to become a 'genuine product of Saaremaa' as a label carrier? Explain!!
2. Name the "Genuine Product of Saaremaa" character carrier products and service providers.
3. How is the use of the trade mark controlled?
4. Name the products and services that have the "Saaremaa genuine product" brand on it?

Learning outcome 3

Take part in a study visit to local accommodation and/or catering establishments.

Practical group work with presentation: prepare a report on the course with the presentation on the basis of a given starting task.

Answer the questions!

1. Name of accommodation or catering establishment to be visited:
2. Location of the establishment:
3. Name the company's services and products:
4. How many employees are there in the company?
5. Describe, at your choice, one of the products or services of the tourist accommodation or catering establishment provided by them.
6. What are the main customer groups of the company?
7. Where can customers get information about the company's products and services?
8. Is it possible to take an internship in the company?
9. If the previous question was answered by a 'yes', under what conditions?
10. Highlight the positive and negative aspects of this work:
11. Indicate the personal characteristics necessary for the work:
12. What does the company look like through the eyes of the customer?
13. Would you work for this company, justify!

Independent work: prepare a presentation on one of the freely chosen Estonian food events with the picture material and be ready to introduce it to the group.

Learning outcome 4

Take part in a study visit to a local experience tourism company (e.g. a wine farm or beer kitchen) and participate in a workshop there.

Practical group work with presentation : prepare a report on the study visit and what you have experienced in the workshop, prepare the presentation based on the given initial task.

1. Name of the experience tourism company to be visited:
2. Location of the company:

3. Name the company's services and products:
4. How many employees are in the company
5. Describe, at your choice, one of the experience tourism products or services offered by this company:
6. Where can customers get information about their products and services?
7. Is it possible to carry out an internship in the company?
8. If the previous question was answered 'yes', under what conditions?
9. Highlight the specifics of the experience tourism company.
10. Indicate the personal characteristics necessary for the work:
11. What are the main customer groups of the company?
12. How does a company look through the eyes of a customer?
13. Would you work for this company, justify!

Independent work: prepare a presentation of one of the freely chosen regional experience tourism companies with picture material and be ready to introduce it to the group.

Module 2 - Local gastronomy/Knowledge and development of local food culture, 2 ECTS

Purpose

The purpose of the course is to improve the level of knowledge in local products, gastronomy trends and cultural gastronomy. Training aims that the student can introduce, prepare and serve local food and drinks.

Content

Local gastronomy, trends, local producers and products, products by season, sustainability in the kitchen, terroir and merroir, products from the nature, history about local food

Learning outcome

Student:

- Explains the history of food and beverages belonging to the region cuisine by introducing traditional foods, beverages, knows the raw materials and ingredients which used for preparation of those, also knows their recipes.
- Prepares food and beverages, including dishes typical for the region, under the guidance.
- Serves customers and serves food and beverages meanwhile planning their work and workplace and taking aesthetics into account.
- Knows about local producers, how to get their products in which season and how it's possible to shape a menu after seasons and products.
- Tell stories and legends about origins, history, cultivation and preparation of food and beverages, and talks about special places to eat, bakeries, cafés, cooks and events.
- Have insight into what resources there are in nature and how to use these in food and drinks

- Works in the kitchen following the rules of hygiene and following the self-control plan.
- Understands how the environment affects local products (terroir and merroir)
- Knows how to work **sustainably** with products and gastronomy.
- Knows the value of local products for tourists and guests and how to get an **economical** exchange from these.
- Understands how gastronomy and **tourism** is connected and how to create a gastronomical experience.

Assignment

Example:

Practical work: create a menu, or a dish, out of local ingredients that is economic and environmentally sustainable. The menu or dish is served with a suitable drink.

Discussions: Gastronomy – sustainability, gastronomy – tourism,

Compile an overview of the traditional dishes (choose local recipes) and beverages (traditional drinks) and most used ingredients and spices in your home region and introduce them to your group.

Apply theoretical knowledge in practice and prepare technological cards using dishes and beverages specific to the region cuisine and considering the menu offered to tourists.

Plan activities related to the buffet table catering service, create a pleasant service environment, considering the principles of customer-centric service, the customer's journey and the company's goals and the nature of the event.

Compile an overview of the stories and legends of the food and drinks of the event given based on the initial task.

Select stories and legends for food and drinks prepared in the study room based on the initial task and to present stories, legends about the origin or method of preparation of at least one food and drink.

Independent work: to draw up an overview of traditional foods and beverages of your region, as well as the most used food and seasoning , and to introduce them to your group mates.

Practical work: use local novelty and prepare modern foods, drinks.

Topics:

1. Food culture
2. Food history
3. Estonian national cuisine
4. Preparation of beverages, tools, equipment, recipes
5. Traditional Estonian dishes
6. Traditional Estonian drinks
7. Seasonings/herbs
8. Local food
9. Forest gifts

Group work and independent work : apply theoretical knowledge in practice and prepare dishes specific to Estonian national cuisine, using technological maps and taking into account the lunch menu offered to tourists.

Topics:

Creating a menu

1. Menu Types
2. Terminology used in menus
3. Factors influencing the preparation of menus
4. Create and analyze menus
5. Preparation of food portions
6. Menu design using IT tools and options

7. Calculation

1. Food weights and units of volume, their conversion, gross and net amounts, calculation of allowances
2. Calculation of food losses and access, cost of calculation
3. Calculation of the cost price
4. Development of the sales price and basis for price formation
5. Standard recipes
6. Technological and calculation maps
7. Use of the spreadsheet programme for the preparation of calculations

Food culinary basic methods of processing

Basics of food flavouring Preparation of different dish groups (broths and soups) Vegetable dishes and additives Tangy foods Egg dishes Fish dishes Meat dishes Desserts Pastries

Group work: Plan work-related customer service activities and service environment as teamwork, taking into account customer-centered service principles, customer journey and company goals, and the nature of the event.

Group work: ask, analyze and appropriately decide on feedback collected from customers and provide feedback for the development of the company.

Topics:

1. Practical work in the dining room
2. Suitability for food and drink
3. Serving food and beverages
4. Pre-covers

5. Tablecloths
6. Dishes, glasses
7. Cutlery
8. Serving dishes
9. Serving tools
10. Table decorations
11. Customer's expectations and needs
12. Customer's journey in the company
13. Customer-centred service
14. Service Psychology Positive Customer Contact
15. Communication with the customer in different service situations
16. Solving
17. Ask for feedback
18. Service design
19. Team
20. Professional ethics of the service provider

Independent work: according to given event, to create an overview of the food and drink stories and legends

Independent work: choose suitable stories and legends according to given menu (foods and drinks prepared in the learning kitchen), and to present stories, legends about the origin or preparation of at least one food and drink.

Topics:

1. Sense of place (influence of origin to raw material flavours)
2. Food events (anniversary meals- wedding, funeral, jubilee, baby showers, dishes for a housewarming party, etc.) Collecting- selecting of stories and legends, storytelling.
3. Special food places f.e (Kaljas Hoppet, Tuulik Veski, summer cafés, harbour kovs, etc.) Bakeries

Independent work: establish a self-control plan.

Topics:

1. Principles of food hygiene
2. Personal hygiene
3. Micro-organisms and prevention
4. Obligations and responsibilities of food business operators
5. Hygiene requirements for food business operators and catering establishments
6. Food safety, self-control plan

Recommendation

For whom can this module be interesting (optional)

This module is interesting for students and professionals in the field of gastronomy, both food and drinks, and production who wants to create a more genuine and local experience for their guests.

Module 3 – Entrepreneurship, 2 ECTS

Purpose

The purpose of the course is to give students and stakeholders an understanding of entrepreneurship within the field of gastronomy and tourism. It's high priority to take advantage of and link previous knowledge.

Content

Business concept, different kinds of businesses, sustainable entrepreneurship (sustainability work), business environment and competition, accounting and financial statements, taxes and VAT, cooperation, staff and staff costs, financial planning (pricing, profitability calculations), legalisation and insurance

Learning outcome

Student or stakeholder:

- Creates a hypothetical business idea for a tourism/gastronomy company
- Understands what different company forms mean for the business and how to find information about how to register a company.
- Have insight in the basics of economy
- Understands the importance of collaboration and marketing.
- Have insight in need for staff and staff costs and understands the process of creating a company team based on the company's goals.
- Understands how to run a company properly and how to develop it in a sustainable way.
- Know where to find information about legislation, business law and insurance and has insight in what is needed.

Suggestion of assignments

Create a hypothetical company considering the target market, business environment, resources or go through the business idea of your existing company considering the same topics.

- to work through a business idea by analysing the points of a business canvas and to create a company structure, work progress for the implementation of a business idea.

Basics in economy for entrepreneurs

- Accounting and financial statements. Important words and definitions. Look at different kinds of financial statements and how to get important information from these numbers.
- Basics of taxes and VAT. Discussion about the need of import/export, how to deal with this? (At Åland we have a special need of this discussion due to our tax-free-zone)
- Financial planning, how to do it? How to get profitability?
- Principles of pricing products and services.
- Collect data and make calculations for the pricing of a single product
-

Collaboration, between companies or colleagues

- Work as a team member in a restaurant following work organization, ergonomics and use tools in a purposeful way

- Conduct a written self-analysis: "I as a team worker" (evaluate one's own work organization and readiness for a teamwork based on one's work tasks)
- Discussion about which companies that could/should collaborate and how it would affect their economics.
- Study visit to companies that already collaborate and ask them to tell how it started and what's the best benefits from the collaboration.

Staff

- Discussion: when do a small company need to start hire staff? When is the cost worth the time? How to hire the right person? If you already have staff, how do they work together? Could it be better? Then, how?
- Basic in group dynamics
- Introduction plan for personal, what is important to know as a new hired staff and how to present it?
- Playing a job interview between a HR manager and a job seeker. Analysis of training videos.

Sustainable development

- Discussion: How to run a company in a sustainable way? Economy, ecology and social. How can we do this?
- Create a small hands-on guide for sustainable work for companies in the field of gastronomy and tourism.

Legislation, business law and insurance

- Discussion/information: Where to find information? How to keep updated? Whom to contact if needed?
- Create a self-monitoring plan
- Certificate of alcohol service?
- Certificate of hygiene?

Group work - creation of a hypothetical catering company on the basis of a business canvas - to work through a business idea by analyzing the business canvas points and to create a company structure, work processes for the implementation of a business idea.

Topics:

1. Business model.
2. Novelty and specialness of the idea.
3. Skills, experience, opportunities of the company to implement the idea.
4. The location of the idea in the market.
5. Business environment.
6. Impacts on the environment.
7. Commercial law.
8. Basic and support processes of the company.
9. Targeting the company's activities.
10. Establishment of a company.
11. Forms of entrepreneurship in Estonia.
12. Main activity, business name.
13. Location, premises, contracts.

14. Procedure for formation of companies, entry in the commercial register and registration with the Tax Board.

Independent work - conduct a written self-assessment: "I as a team worker" (to assess one's own work organization and readiness for team work based on one's work tasks).

Practical work: to work as a team member in a restaurant, following work organization, ergonomics and using tools purposefully.

Topics:

1. Organizational behavior.
2. Organizational culture.
3. Basics of management.
4. Leading the team.
5. Business ethics and business etiquette.
6. A responsible company
7. principles, social responsibility.
8. Entrepreneurship is regulated by laws and regulations, including the company's internal rules.
9. Legislative organization.
10. Contractual employment relationships.
11. Remuneration and social guarantees.
12. Special requirements, restrictions.
13. Working environment.
14. Occupational health.
15. Ergonomics.

Role play: playing a job interview between a HR manager and a job seeker.

Topics:

1. Personnel as a very important resource of the company.
2. Organization of personnel work.
3. Job analysis, job requirements.
4. Personnel planning.
5. Staff recruitment and selection.
6. Recruitment announcement.
7. Job interview questionnaire.
8. Personnel management.
9. Staff evaluation and development.
10. Personnel administration and employment documents.

Recommendation

Depending on previous knowledge it is also possible, and sometimes necessary, to delve into any object. It is recommended to connect the course to a real restaurant or business to get the course as close to the real life as possible.

For whom can this module be interesting (optional)

This module is interesting for students and professionals who runs their own business or wants to learn more about running a business.

Module 4 – Boosting sales/Marketing, sales and logistics of the company's products, 2 ECTS

Purpose

The purpose of the course is to improve the knowledge of how to boost sales for both individuals who work with any kind of service in the field of gastronomy and tourism and companies. It also ensures that the student participates in the marketing, sales, pricing, logistics and export activities.

Content

Marketing/digital marketing (content, cooperation, do it by yourself or buy the services? time vs money), direct sales (how to talk to guests and act to sell more), storytelling, product knowledge, personal but not private, services to boost your sale: bookatable.com, booking.com etc - what suits your business best? Aesthetics

Learning outcome

Student:

- Understands how to create a marketing plan/ communication plan that gives the company the right profile and that reach the right target group.
- Knows how to use social media for marketing and its benefits.
- Understands why and how storytelling can boost your sales, when and how to use storytelling and how to build a story for a company.
- Can present products and services in a selling way (voice, body language, active listening – listen to your guest, knowledge about products, knowledge about cooperation partners)
- Is engaged in marketing and sales based on the goals of the company.
- Knows what kind of guests he/she is dealing with according to body language.
- Knows salesmanship in the moment of selling.
- Understands the importance of unitary layout (menus, post on social media, business card etc)
- Understands the logistics of products and services.
- Understands the business potential of the foreign market and the possibilities of entering it, considering intercultural differences.
- Understands the importance of atmosphere

Assignment

Example:

Marketing plan/communication plan

- Discussion: Who is the target group of a company How can you tell? What kind of profile should a company have? Profile and target group, how are they connected? Look at different companies, what target group and profile do they have? How to decide what profile to use?
- Create a marketing plan/communication plan with content, unitary information and layout.

Social media

- Discussion: How to use social media? Which social media is better for marketing depending on your target group?
- Produce 3, or more, posts for social media that has a unitary layout, interesting content that is connected to the company and that encourage purchase.

Storytelling

- Discussion: What to tell? When to tell? How much should you tell? What stories is familiar in the local area?

Direct sales

- How to sell more when you have the guest in front of you? How to talk to guests? How to understand the guest and her/his needs without being told?
- Personal but not private
- The importance of knowledge of products.
- Practice in smaller groups to present products or services, roleplay.

Aesthetics

- Discussion: how do the atmosphere in a room affect the customer? Is a unitary layout important? How do you create a unitary layout for different kinds of documents?
- Study visit to companies that succeeded with the atmosphere
- Designing a menu card

Logistics and services

- Discussion: Possibilities to enter the foreign market – is it worth entering? Possibilities vs challenges. How to deal with intercultural differences?
- Give example of internationally oriented companies in the local market.
- Study visits to an internationally oriented company.
- New possible markets in the local area, for example home delivery and how to organize this.
- Services to boost your sales – can you use different kinds of services to boost your own sales? Is it worth the money and how much could you increase you income by doing this kind of paid cooperation?

Teamwork 1. to make proposals for the marketing and sale of the catering company's products / services.

Teamwork 2. To group customers according to the market of a given catering company.

Independent work 1: To prepare a written offer of a product to a potential buyer on a computer, present it orally.

Topics:

1. Marketing in the company
2. Target groups
3. Marketing environment analysis, marketing research
4. Creating a marketing plan
5. Principles of e-marketing
6. Social media opportunities and impact in marketing
7. Basics of public relations
8. Principles of sales work and effective sales
9. Sales process and sales techniques
10. Needs mapping and sales presentation.
11. Product introduction, advertising, AIDAS method
12. Product packaging, home delivery
13. Sales methods and sales cycle
14. Influencing the sales process
15. Preparation of sales offers or contracts
16. Packing, programming

Teamwork: Collect data and perform calculations to price a product in one company

Topics:

1. Pricing policy.
2. Pricing techniques.
3. Excel
4. Profitability point.
5. Setting price targets.
6. Pricing methods.
7. Pricing tasks

Teamwork 1: study visit to the food warehouse.

Practical teamwork with presentation 2: to prepare a report based on the study visit with a presentation.

Topics:

1. Logistics.
2. Inventory tracking.
3. Inventory optimization.
4. Packing of goods.
5. Fundamentals of supply chain management.
6. Freight transport.
7. Waste management.

Teamwork 1: give examples of internationally oriented companies in the local market.

Teamwork 2: study visit to an internationally oriented company.

Practical teamwork with presentation 3: prepare a report on the study visit with a presentation.

Topics:

1. Key factors in export planning.
2. Company's readiness for export.
3. Competences of the export manager.
4. Analysis of the export market environment.
5. Analysis of potential foreign markets (relations between countries, cultural similarity, economic geographical position).
6. Intercultural differences

Module 5 - Hospitality

Purpose

The purpose of the course is to help students and professionals to be great hosts for both companies and destinations. It also aims to ensure that the student can provide hospitality.

Content

Communication, dealing with conflicts, service vs hospitality, think outside the box, welcome – from the bottom of your heart, meet expectations, difficult and common challenges, how to deal with them and the rights of the worker/owner.

Learning outcome

Student:

- Understands the importance of hospitality in tourism and understands how it affects the experience of the tourist.
- Knows the principles of customer-friendly service and can obtain feedback from customers.
- Knows what responsibility he/she has and feels secure in their role. Within these frames the student knows how to be flexible in the best way to comfort the guests.
- Communicates confidently with customers by expressing themselves in an understandable way.
- Understands the difference in being personal or private.
- Can make the guest feel welcomed and estimated.
- Is familiar with different kinds of situations with conflicts or challenges and knows how to deal with them like a host.
- Knows the principles of organizing service work in quality assurance and customer retention.
- Knows what rights you have as an owner, as a manager or as an employee in violent situations.

Assignment

Example:

Hospitality

- Discussion: Hospitality vs service – what is the difference? How does hospitality affect the experience of the tourist? How are you a good host? The whole picture of the situation – for

example how can one guest affect the other guests experience? Personal or private – where is the line between these two?

- Study visit to a company or person that practise hospitality in a very good way to show a good example
- Create a service standard for the provision of a service provided by the service standard when participating in teamwork.

Communication/Solve problems/Handle conflicts

- Discussion: In what situations could you meet challenging costumers? How to handle aggressive customers? How to make a disappointed guest happy? What authority do you have towards the guests?
- Propose solutions based on the needs of different visitor groups according to the initial task, which would create customer satisfaction.
- Analyse different communication video clips and evaluate communication situations.
- How to handle your own emotions dealing with conflicts or aggressive guests.
- Roleplay:
 - o to serve customers with special needs, including those from foreign culture, according to the initial task.
 - o Conflicts and how to handle them.

Development

- Ask, analyse and appropriately decide on the feedback collected from customers and provide feedback to improve the company's work.
- Participate in the design of a new service according to the initial task.

“Always remember we are in the business of making people happy. You have the power to create an unforgettable experience for our guests. We look for people who burn to work for these great experiences. Your core task is to make people smile and to create happy memories, whatever role you are hired for.” - The little black book.

Group work: To propose solutions based on the needs of different visitor groups according to the initial task, which would create customer satisfaction.

Role play: To serve customers with special needs, including those from foreign culture, according to the initial task.

Topics:

1. Hospitality
2. Visiting experience
3. Tourist needs and expectations
4. Hidden needs
5. Generating customer satisfaction, moment of truth
6. Communicating with people from a foreign cultural background
7. Service culture in different parts of the world
8. Communicating with customers with disabilities

Group work: ask, analyze and appropriately decide on the feedback collected from customers and provide feedback to improve the company's work

Topics:

1. Customer-centered service
2. Professional ethics of the service provider
3. Imposing behavior
4. Designing first impressions and end impressions
5. Solving problems
6. Learning from an error situation
7. Security, safety
8. Get feedback and analysis

Group work: Analyze different communication video clips and evaluate communication situations

Topics:

1. Creating a contact
2. Body language
3. Listening skills
4. Clear self-expression
5. Communication styles
6. Resolve a conflict
7. Self-confidence
8. Motivation

Group Work 1: Creates a service standard for the provision of a service provided by the service standard when participating in teamwork.

Group Work 2: Participates in the design of a new service according to the initial task.

Topics:

1. Organize service
2. Customer Relationship Management
3. Maintain customer relations
4. Customer database
5. Service as a teamwork
6. Internal customer
7. Service standard
8. Maintaining quality
9. Service design