



TUI ACADEMY

TUI e-Academy

Course Overview



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Introduction

Accounting for %10 of global GDP, tourism and hospitality are key global economic sectors offering millions of employment opportunities worldwide. At least, one in ten jobs worldwide depend on tourism. Tourism contributes to infrastructure development in developing and emerging countries, can promote local product cycles, and make an economic contribution to the conservation of natural resources.

The TUI Care Foundation's e-academy, powered by atingi and in partnership with Deutsche Gesellschaft für Internationale Zusammenarbeit, harnesses the enormous potential of inclusive digitalisation in education for everyone everywhere by offering free and relevant learning content in the form of self-paced learning courses.

The storytelling approach, the use of interactive elements, case studies, and stories by people working in the industry, ensure that the content is stimulating. Complete the courses to earn a badge that recognises your skills and is endorsed by the tourism industry!

This booklet gives an overview of all the courses of the TUI e-Academy platform and supports you in finding out which skills and competencies you can gain from each of the courses. Enjoy!

Career Academy

The Career Academy is for anyone who would like to start a career in tourism or hospitality. These courses will help the learner explore the different careers in tourism and hospitality, understand the basics of the industry and get first-hand insight into required skills.





A Career in Tourism Destinations

A Career in Tourism

When people travel from where they live to visit other places, this is tourism. Tourism as an industry provides services to facilitate business, pleasure and leisure activities away from the home environment. It forms an important economic engine for growth and development.

The module will help the participants to **explore tourism as an industry** and **learn about the different types of tourism**, e.g. outdoor tourism, business tourism or cultural tourism, as well as to see the job opportunities it can offer. It explores **what it is like working in tourism** by outlining the **motivating factors**, and **challenges of working in tourism**. It also highlights the **importance of good customer service**.

By applying **the process of the customer journey** for tourism segments like Hiking and Sun & Beach, the

course introduces **different working environments**. It also provides information on **what skills are required** for different jobs in tourism (e.g., at a destination management company, at the airport or in a national park). The participants learn how to develop the **required competencies, hard and soft skills**, and how to apply them (**transferable skills**).

The module also presents different career perspectives and how to get started in tourism by giving details on **TVET, university education**, recognising prior learning and the potential of entrepreneurship. The participants get the chance to answer various questions to figure out which career in tourism would be the best for them. The course completes with references to another course on career orientation.

This module will enable participants to:



A Career in Hospitality

The hospitality industry refers to a variety of businesses and services linked to **leisure and customer satisfaction**. The word 'hospitable' means being friendly and welcoming to visitors or guests, and the industry aims to do that in every way.

This module will help the participants **explore hospitality as an industry** and learn about the **different types of hospitality**, e.g. lodging/accommodation, food and beverage or recreation as well as see the job opportunities they can offer. It covers **what it is like to work in hospitality** by outlining the motivating factors and challenges of working in hospitality. It also highlights the **importance of good customer service**.

By applying the **process of the customer journey** for tourism segments like Hiking and Sun & Beach, the course introduces **different working environments**.

It also provides information on **what skills are needed for different jobs** in hospitality (e.g., in a hotel at different positions, in a restaurant or in a café/bar). The participants learn how to develop the **needed competencies, hard and soft skills**, and how to apply them **(transferable skills)**.

The module also presents **different career perspectives** and **how to get started in hospitality** by giving details on **TVET, university education**, the **recognition of prior learning** and potential of **entrepreneurship**. The participants get the chance to answer various questions to figure out which career in hospitality would be the best for them.

This module will enable participants to:

Explore the skills required for working in hospitality



Learn about different workplaces in hospitality



Understand hospitality as an industry



Soft Skills for Tourism Business

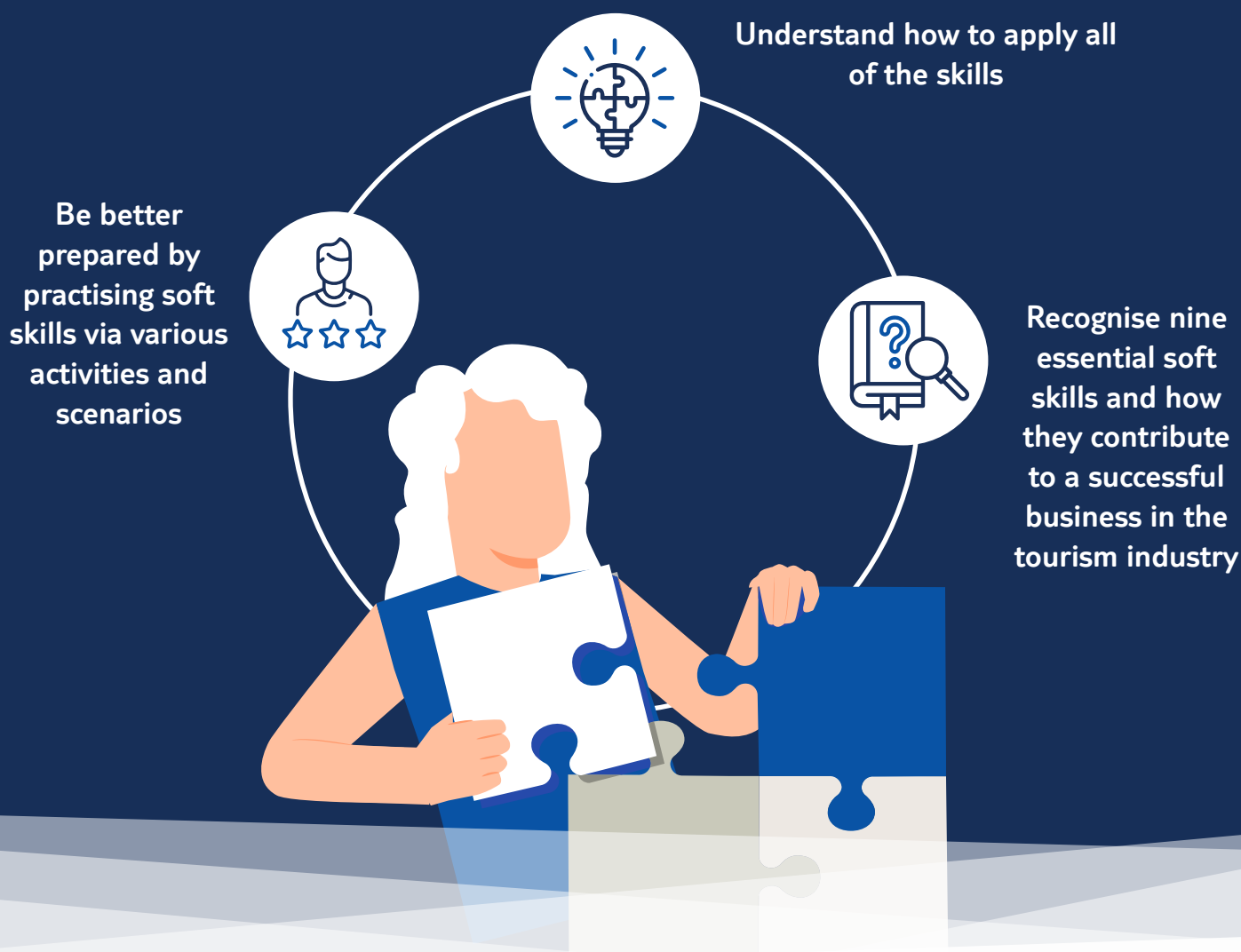
Soft skills include **interpersonal skills** and **personal characteristics** that will help the participants to interact and work with other people in the tourism and hospitality industry. A wide range of soft skills from leadership, teamwork and time management to empathy and communication will be covered in this module.

Particular focus will be on **soft skills for problem solving** and **task management** including time and stress management skills. Additionally, participants will be introduced into the **topic of communication** through **cultural awareness** and **sensitivity** looking

at effective **verbal** and **non-verbal communication skills**, **effective listening skills** and **negotiation skills**.

Participants will be guided through this module by Ruth Kamau. With many years of expertise in running a tourism business, she is well versed in the soft skills required to be successful and will provide important tips and advice.

This module will enable participants to:



How to become an Electrician

For many electricians, the idea of helping to create something – an office building, a sports arena, or even a simple residence – is a source of pride. If you can picture yourself being proud of creating something real and tangible, being an electrician could be a great career choice. If you are interested in becoming an electrician or still unsure if being an electrician is the right fit for you, then this is the perfect place to start.

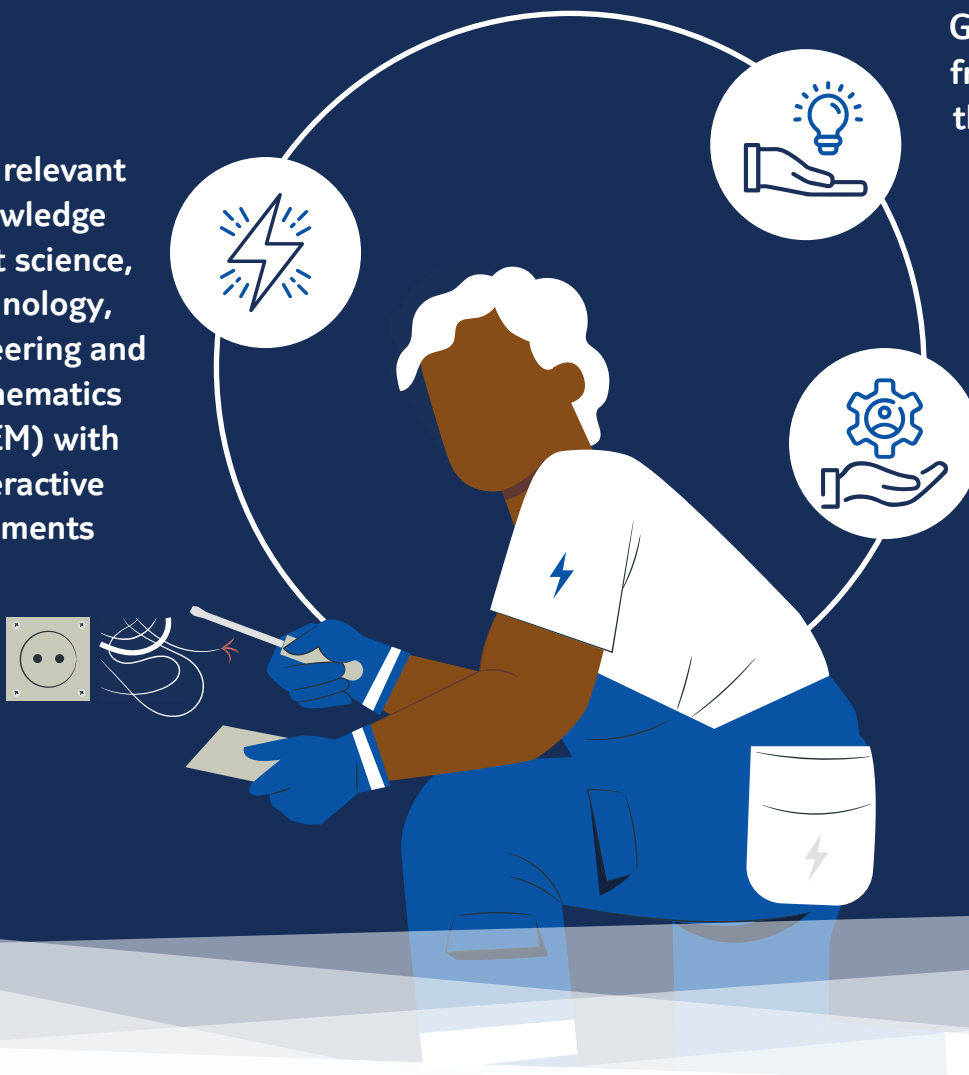
In this self-study course, you will get an overview of the **job of an electrician**. Through personal insights from electricians and their employers, **information on job-relevant skills** and **technical knowledge**, this course offers you a unique insight into what it takes to be an electrician. The module was developed in cooperation with the Siemens Stiftung.

This module will enable participants to:

Gain relevant knowledge about science, technology, engineering and mathematics (STEM) with interactive elements

Get personal insights from electricians and their bosses working in leading African companies

Learn how to creatively solve problems in your relevant field



Tour Guiding Courses

Tour Guiding

Roles and Responsibilities of the Guide Profession

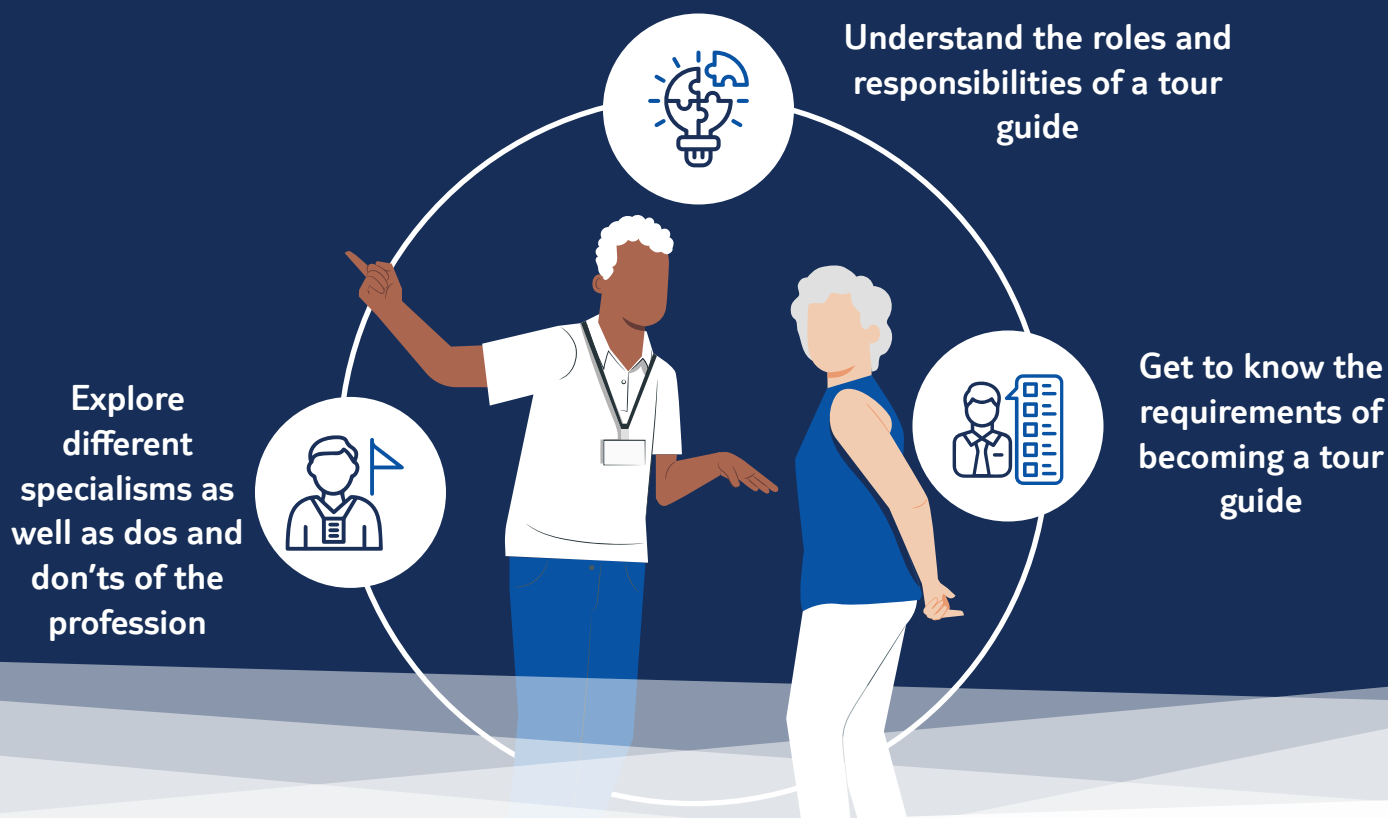
After a short introduction into the digital tour guiding e-learning course, the first learning module on tour guiding deals with the topic of **Roles and Responsibilities**. It outlines what it takes to be a tour guide by looking at essential skills and competencies (e.g. language, communication and customer service skills), the **important tasks** and **responsibilities** of guides and why they play such a key role in tourism destinations.

The unit also explains the standards that need to be **met for operating** as a tour guide including **legal requirements** and **code of conduct**. Participants

will also be introduced to the different definitions of a “tour guide” and the **potential career paths and specialisms** that can be taken.

Last but not least, it describes what being a tour guide means. It poses the question whether tour guides are **educators or performers** and introduces different approaches to this. This includes dos and don'ts and why the importance of a good **first impression** is crucial for establishing successful relationships with customers.

This module will enable participants to:



Entrepreneurship in Tourism

Entrepreneurship for Tourism Business

Many young people have thought or dreamt about establishing their own business in the tourism industry by **becoming an entrepreneur** and being their own boss.

This module introduces three outstanding people who started from scratch and became successful entrepreneurs. They provide an **insight** into their **experiences, challenges and successes**.

Firstly, an introduction to **entrepreneurship in tourism businesses** is provided which explains the **importance of entrepreneurship** and which **stakeholders** need to be **involved** in starting a

business. In a short survey, the participants can test themselves to see if they **meet the basic requirements** of becoming an entrepreneur.

The module also tackles the subjects of **innovation** and **entrepreneurial thinking**. It explores the main **characteristics** of an innovative **mindset** and outlines key **character traits** that are important for **entrepreneurial thinking** such as creativity, resourcefulness and adaptability. Finally, the concept of **design thinking** is briefly explained and how it can help to foster innovation and entrepreneurial thinking.

This module will enable participants to:

Recall skills and behaviours for entrepreneurial thinking and how to apply them



Define the principles of entrepreneurship for tourism businesses and demonstrate how to get started as an entrepreneur in tourism

How to become an Agripreneur

The agriculture sector is the backbone of many African countries economies. It's an innovative field with vast opportunity. Agripreneurs use these opportunities to develop agriculture-based businesses that create jobs and income – and they're proud of it.

In this self-study course, you will get an overview of the job of an "Agripreneur" through **personal**

insights from Agripreneurs, information on **job-relevant skills** and knowledge of **natural sciences**. Participate in the module, and you will get a unique insight into what it takes to be an Agripreneur. The course was developed in cooperation with the Siemens Stiftung.

This module will enable participants to:



Digitalisation

Going **digital** is not just optional for businesses anymore: in a world, where everything and everyone is online most of the time, you and your business need to become part of this global technological transformation to stay relevant. Our expert will take you on a journey to learn the **basic aspects of digital marketing and how to have an online presence**.

Digitalisation has become the deciding factor between success and failure for any kind of business today. Unstoppable waves of new technology force

organisations to undergo various transformations processes that do not just include the adoption of the technology itself, but of a new mindset and organisational change altogether.

An extensive set of best practices and experiences in the adoption of new technologies such as web services, e-commerce and mobile are shared throughout this module. It's designed to help you and your business get started in the digital sphere. Even if you've already taken your business online you might find this a helpful summary of the most important aspects of going digital.

This module will enable participants to:

Find out more about the basics of digital marketing



Explore online environments and learn about their relevance for your business



Get an easy introduction into the online business world and how to get started



Get on track to follow trends and the future of digitalisation



Resilience & Leadership

This module covers how business leaders successfully manage their operations in times of crisis and constant change. It is presented by global industry experts.

Unexpected events frequently affect and disrupt organisations and their stakeholders. Therefore,

knowing how to react to this is decisive. Our experts invite you to an exciting journey of self-discovery and encourage you to use new tools and ways of thinking to approach the daunting task of leading others in times of crisis and change.

This module will enable participants to:



Hospitality Training Courses

Fundamentals of Tourism & Hospitality

In hotel and tourism and businesses, it's crucial to make visitors feel welcome and help them to have a great experience. This module will provide you with **five essential skill sets** in two different fields: **communication and business management**.

Participants learn how to verbally communicate with guests, employees and business partners and make them feel welcome, whether on the telephone, selling items to them, negotiating or providing feedback. This is complemented by looking into **non-verbal communication skills**, such as communicating online, active listening, appearing confident and behaving properly around guests.

In addition, the module touches on the topic of **customer experience** and the importance of providing **excellent service** by understanding the full hospitality and tourism service and experience. It demonstrates the importance of creating **memorable experiences** through

e.g. storytelling and of planning guest service operations by considering the **customer journey**. It also covers how to make sure guests are completely satisfied, and highlights the issues around providing immediate responses to optimise customer experience. The course also explains how to successfully organise a hotel or tourism business, including creating a **business mission**, organising "**Front-of-House**" (FOH) and "**Back-of-House**" (BOH) tasks as well as establishing an **organisational chart** and planning for staffing needs to ensure the right number of employees are available.

The module finishes with the essentials on pricing in tourism and hospitality services. The participants get an insight into setting the right price, applying different pricing strategies and checking out the (potential) competition in terms of pricing. The concept of the '3Ps' (pricing, promotion, proximity) are also introduced.

This module will enable participants to:



Demonstrate verbal and non-verbal communication skills



Apply a structured approach to organising a tourism and hospitality business



Build an outstanding guest experience

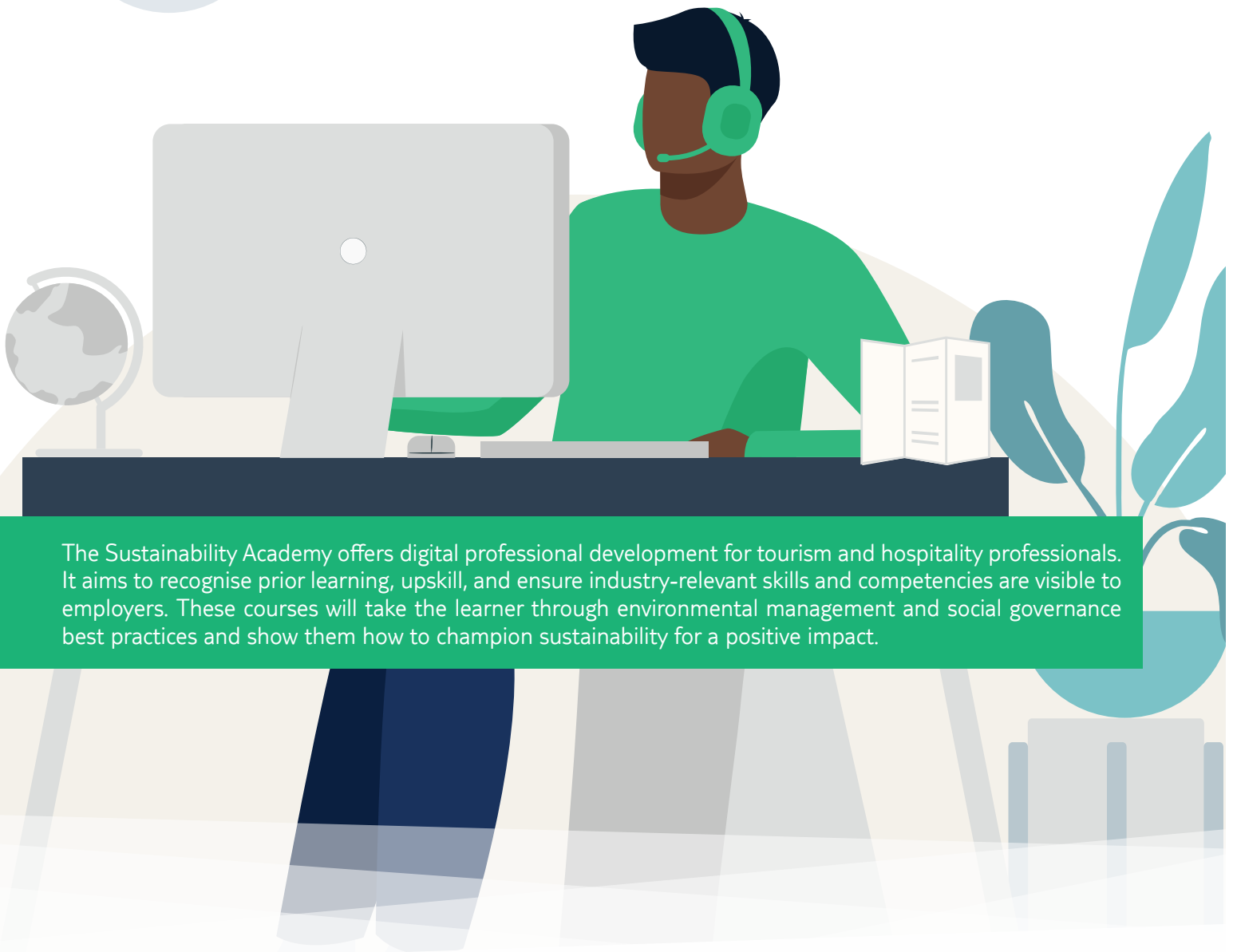
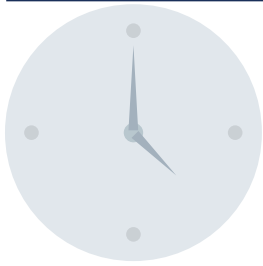


Select suitable revenue management techniques for their business



Set the right prices and apply pricing strategies

Sustainability Academy



The Sustainability Academy offers digital professional development for tourism and hospitality professionals. It aims to recognise prior learning, upskill, and ensure industry-relevant skills and competencies are visible to employers. These courses will take the learner through environmental management and social governance best practices and show them how to champion sustainability for a positive impact.



Sustainable Tourism

An Introduction

Sustainability

We have all come across the term “**sustainability**”. But have you ever thought about sustainability in the tourism business in detail? In the next two chapters you will focus on two different courses, beginning with why tourism business should be sustainable.

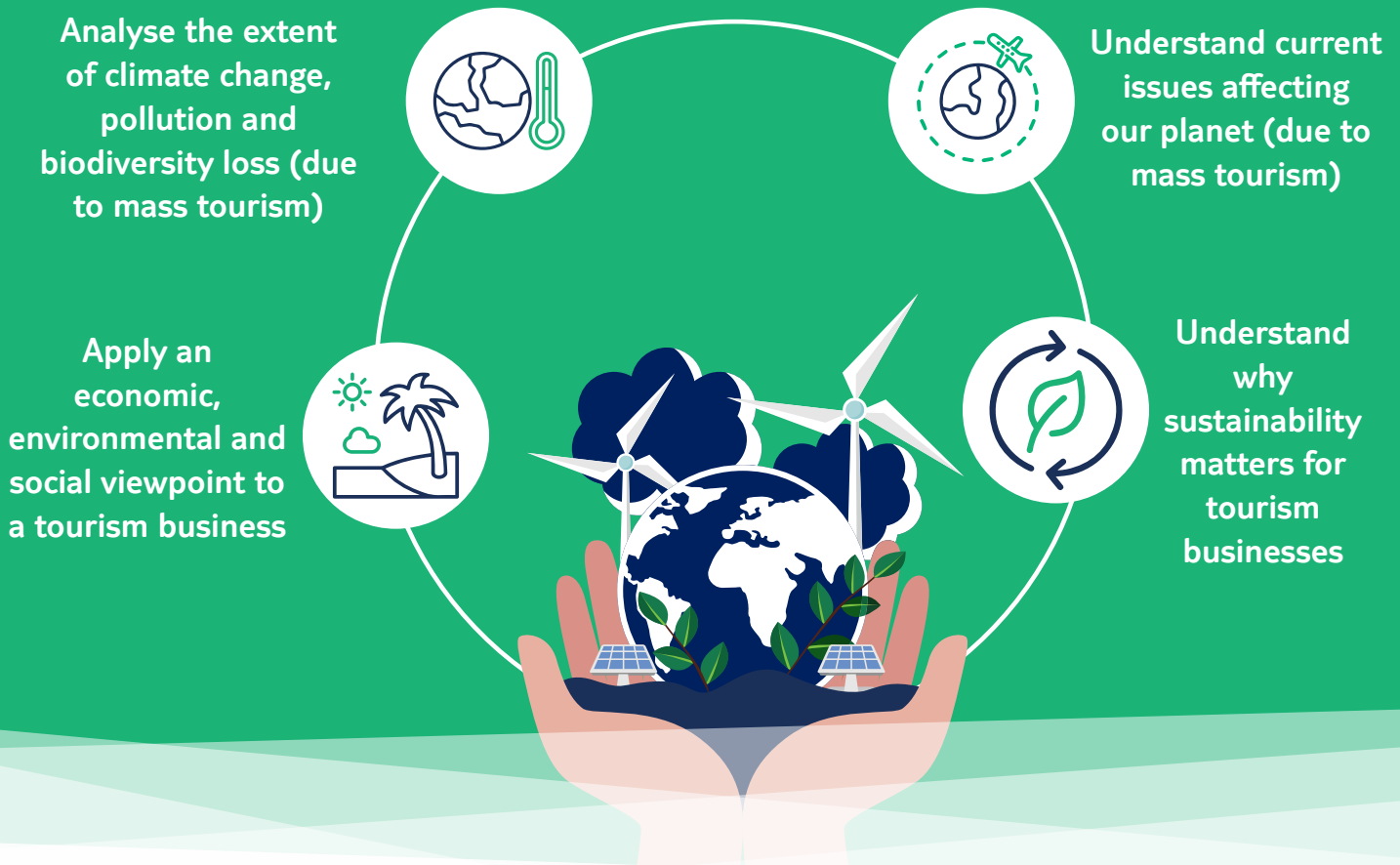
In this module, participants will get a better **understanding of sustainability** and what it involves. Welcome to a world where we all actively fight together against problems like global warming, loss of biodiversity, pollution and inequality.

The course starts with the **big picture by looking at the crises threatening humans** on a global level – **climate change, loss of biodiversity and pollution**.

The importance of acting sustainably to avoid irreversible damage to the planet is highlighted by explaining the planetary boundary framework. The **concept of sustainability** is then explained by looking at the **triple bottom line framework: people, planet and profit**.

The module also looks at the **importance** of having good links **with stakeholders** to run a successful sustainable tourism business, at setting up a financial business plan, and how to involve the local community with the aim of **providing local benefit to everyone**. Last but not least, the topics of **fair job creation** and the **establishment of a business partner** network are covered.

This module will enable participants to:



The next chapter focuses on how to create a sustainable tourism business and covers the crucial questions: How to make a tourism business more sustainable? How to implement sustainability into tourism business operations? The module covers different areas of sustainable tourism, beginning with how to minimise environmental impact by reducing, recycling and reusing waste, by purchasing locally grown or manufactured goods and by protecting biodiversity.

Additionally, the module looks at how to **market a sustainable business** competitively and be a market leader. This includes identifying the right **target group** and effectively **communicating all sustainability strategies** to clients in a transparent way.

Diving deeper into the world of credibility and communication, the topic of sustainability certification and accreditation is covered. Lastly, the course explains how to create a once-in-a-lifetime experiences for guests.

The final chapter of the course then highlights how international tourism corporations like TUI address sustainability and what they expect from their local partners in terms of sustainability practice. Let's work together to make the tourism industry more sustainable!

This module will enable participants to:



Create a map
of tourism
business
stakeholders



Assess the
impacts of a
sustainable
tourism
business



Evaluate how a
tourism business
can add to
sustainable
development



Adapt ideas on
how to successfully
market a
sustainable
tourism business

Environmental Dimension

Sustainable Food Management in Hospitality

The culinary reputation of a hotel is an important component of a traveller's holiday experience.

This module gives an introduction about **sustainable food** by explaining its **meaning** and **importance**. It shows the **link between sustainable food** and an **authentic holiday experience** and demonstrates the **win-win-situation** for different stakeholders and the different **phases of sustainable food**. It **also presents the benefits** of offering sustainable food in tourism destinations.

In addition, the module gives an insight into sustainable food in hotels by outlining options for providing a **sustainable food** and by demonstrating the responsibility to offer sustainable food. The issues of how to involve staff and guests, how to purchase sustainable food and how to **plan, prepare and present** sustainable food offers are also covered.

Another essential topic is **food waste management**. Participants are introduced to the term 'food waste' as well as the importance and benefits of **food waste reduction**. This topic is concluded with a **case study** on 'Why hotels tackle food waste' showing a **food waste analysis** undertaken in six hotels on the island of Rhodes.

The module ends with **reducing food waste** in hotels, outlining where and why it's **generated** and how it can be **measured**. Participants become familiar with **food waste reduction management hierarchy** and **staff and guest engagement**. Finally, **concrete actions** for food waste reduction and monitoring are presented.

This module will enable participants to:



Explain the importance and benefits of a sustainable food and an effective food waste management in hotels



Create sustainable food offers in hotels



Apply food waste reduction measures in hotels



Assess their hotel's performance in this area

Socio-Cultural Dimension

Community Involvement in Tourism

Community involvement in tourism (CIT) is key to sustainable development, empowerment and ownership. This module introduces the **meaning of CIT**, demonstrates the **link between CIT and Community-Based Tourism (CBT)** and provides a better understanding of **inclusive business**, as both are strongly inter-linked. The top reasons to invest in CIT are given, highlighting why doing business differently matters.

The module outlines various opportunities for **business linkages in CIT**. Participants learn how tourism businesses (e.g., hotels, tour operators) run by newcomers can integrate with the local community. It also covers the topic of **supporting community enterprises** and **joint venture opportunities** including agreement options.

In addition, **socio-economic benefits, challenges and negative impacts** are covered in relation to CIT, both for the company as well as for the

community/local culture and environment. After addressing these challenges, **ideas for solutions** are presented.

Moreover, the module discovers the issue of **managing tourism business partnerships** with locals. First, the **principles for companies investing in business with communities** are introduced, further the relevance of **skills** and **education** as well as of **supplier development** is tackled. Last, five steps to a successful **joint venture** with **local community tourism** ventures are shown.

The course concludes by emphasising the importance of getting everyone on board including the **private sector** and the **community** as major players, as well as **governments, NGOs and CSOs**.

This module will enable participants to:



Understand what it takes to involve local communities in tourism businesses



Identify the stakeholders for community involvement in tourism



Understand how to integrate local communities into daily business activities



Articulate why investing in local community linkages creates a win-win situation for locals and businesses

