# Syllabus / Module Handbook

**(VET) Training Course**
Future-proof Companies in the
Tourism Sector across Europe

September 2022

# CREDinGREEN

Responding to tourism market changes caused by Covid-19 and the EU Green Deal through micro-credential-certified upskilling of SME tourism managers
Project Number: 2021-1-DE02-KA220-000029979

# Syllabus / Module Handbook

CREDinGREEN VET training Course

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# Training Unit 1: Introduction to the EU Green Deal

## MODULE PLAN INFORMATION

**Learning Cluster:** EU Green Deal
**Module Topic:** Introduction to the EU GREEN DEAL
**Total Workload:** 2 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Introduction to the EU GREEN DEAL
- Objectives
- Potential impact area in the context of the tourism sector

## LECTURE NOTES

- Provide case studies.
- Assignment type: Provide a Quiz and Checklist for the Assignment

## TEACHING METHODS

☒ Face to Face Learning

☒ Blended Learning

☒ On-Line Learning

☒ Pre-recorded Tutorials

☒ Assignment

☐ Learning by doing

☐ Project-based learning

☐ Peer learning

☐ Hands-on learning

☐ Collaborative learning

☐ E-Journal

## MODULE TASK

This unit will serve as a general introduction to the EU Green Deal policy and participants will learn about the key objectives and how they could affect tourism and the wider economy in a more sustainable way.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Gain a basic overview of the EU Green Deal.
- Learn and understand the key objectives regarding its climate policy to make Europe the first CO2-neutral continent.
- Understand the policy's potential impact area in the larger economy.
- Understand the policy's potential impact area in the context of the tourism sector and its sub-sectors.
- Learn and understand why the policy is necessary from an EU perspective and its potential benefits and challenges to tourism.
- Understand that climate protection and fostering profitability do not exclude each other.
- Understand the importance of mutual and planned activities in the tourism subsectors EU-wide.
- Apply this knowledge in defining transition paths for their companies and/or business.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 2 HOURS

1. **Face-to-Face/Webinars**
   - Introduction to EU's Green Deal (PPT)
   - General objectives and target of the EU's Green Deal (PPT)
   - General background to the policy
   - General overview of policy areas with impact for tourism, e.g. clean energy, sustainable industry, building and renovation, farm to fork, eliminating pollution; sustainable mobility, bio diversity, EU forest strategy.

2. **Online Pre-recorded Tutorials**
   - Case study: Best practice "CSR guidelines for climate protection regarding the European Green Deal"

3. **Self-learning exercises**
   - Research the recommended literature to understand the key objectives of the EU Green Deal and note your own ideas on how it could effect the tourism sector both postively and negatively.

## REFLECTION

- List of literature and useful weblinks.

## TESTING / ASSESSMENT

- End of module: Self-assessment via crossword quiz (and list of answers).
- Alternative: Illustrate the results of the self-learning exercise in a short presentation outlining the main objectives of the EU Green Deal as you understand them and how it could have both a positive and negative impact on the tourism sector.

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# Training Unit 2: EU's Climate ambition for 2030 and 20

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## MODULE PLAN INFORMATION

**Learning Cluster:** EU Green Deal
**Module Topic:** EU's Climate ambition for 2030 and 2050
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

### SYLLABUS (MODULHANDBUCH)

- Introduction to EU's Climate ambition for 2030 and 2050
- Objectives
- Climate Target Plan

### LECTURE NOTES

- Provide case studies.
- Provide a Checklist for the Assignment.
- Provide Pre-recorded Tutorials.

### TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☐ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☐ Collaborative learning
☐ E-Journal

## MODULE TASK

Participants will learn how their business can benefit from fulfilling the objectives set by the EU's Climate Ambition Target Plan.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand the objectives of the EU's Climate Ambition Target Plan.
- Learn and understand how Climate Ambition Target Plan can impact businesses in the tourism.
- Understand the key elements of the Climate Ambition Target Plan.
- Learn how to analyse and evaluate the impact of the businesses in the context of meeting the objectives of the EU's Climate Ambition Target Plan.
- Apply this knowledge to own business and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
   - Introduction to EU's Climate ambition for 2030 and 2050 (PPT)
   - Objectives (PPT)
   - Climate Target Plan (PPT)

2. **Online Pre-recorded Tutorials**
   - Case study of EU's Climate ambition in tourism
   - Case study "How to meet the climate challenge in tourism".
   - Case study on specific challenges for sustainable development in tourism

3. **Self-learning exercises**
   - Each tutorial will provide a self-learning exercise for self-practicing activities.
   - List of Checklist and other learning material provided to enable self-learning.
   - Assignment 1: Analysis of the current stage of achieving the objectives of the Climate Ambition Target Plan at local or regional level.

**REFLECTION**

- How to meet the objectives of the EU's Climate Ambition Target Plan in urban tourism?

**TESTING / ASSESSMENT**

- End of module: Multiple-choice test (MS Word), which can be done online with Google Forms or another suitable application (such as www.mentimeter.com or www.kahoot.it).
- The final grade is automatically generated by the programme / application used.

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# Training Unit 3: EU Green Deal legal framework, supports and funding opportunities

## MODULE PLAN INFORMATION

**Learning Cluster:** EU Green Deal
**Module Topic:** EU Green Deal legal framework, supports and funding opportunities
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Legal framework of the EU Green Deal
- National Policy versus EU Policy
- Business and Grants and SME supports.
- Micro-generation Support Schemes

## LECTURE NOTES

- Provide case studies.
- Assignment type: analysis and presentation.
- Provide Template for Assignment.
- Provide Pre-recorded Tutorials.

## TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☐ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☐ Collaborative learning
☐ E-Journal

## MODULE TASK

Participants will learn and understand the European and national legal framework of the EU Green Deal, as well as have an understanding of the financial supports and funding opportunities available to business at and Eu and national level.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand the European and national legal framework of the EU Green Deal.
- Understand the financial supports and funding opportunities from the EU directly from businesses to go green.
- Understand the financial supports and funding opportunities available to businesses with national and local/regional opportunity.
- Business and Grants and SME supports to cut energy costs or meet energy saving targets.
- Micro-generation Support Schemes (MSS).
- Apply this knowledge to own business and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
   - Legal framework of the EU Green Deal
   - National Policy versus EU Policy
   - Business and Grants and SME supports
   - Micro-generation Support Schemes

2. **Online Pre-recorded Tutorials**
   - Case study SME benefitting from EU Support Scheme
   - Case study Sme benefitting from National Support Scheme

3. **Self-learning exercises**
   - Written assignment: Analyse the current funding and support available to businesses from national government and local

authorities and assess the feasibility of three such schemes for your business and the investment required.

**REFLECTION**

- List of Literature and useful weblinks

**TESTING / ASSESSMENT**

- End of module: Presentation (Present the results of your analysis of the available funding and present the chosen best option for your business).

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# Training Unit 4: The role of chambers of commerce and business associations in the EU Green Deal

## MODULE PLAN INFORMATION

**Learning Cluster:** EU Green Deal
**Module Topic:** The role of chambers of commerce and business associations in the EU Green Deal
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Communicate the objectives and targets for tourism of the EU Green deal.
- EU Green Deal Training

## LECTURE NOTES

- Provide case studies.
- Assignment type: written assignment.
- Assessment type: presentation.
- Provide template for written assignment.
- Provide template for assessment.

## TEACHING METHODS

☒Face to Face Learning
☒Blended Learning
☒On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☐Learning by doing
☐Project-based learning
☐Peer learning
☐Hands-on learning
☐Collaborative learning
☐E-Journal

## MODULE TASK

Participants will understand the role of organisations such as chambers of commerce and business associations in supporting tourism and tourism businesses, engaging, and benefiting from the EU Green Deal.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand how chambers of commerce and business associations can be used as vehices to communicate the objectives and targets for tourism of the EU Green deal.
- Learn how chambers of commerce and business associations can undertake a leadership role for the local business community to achieve the targets fo the EU Green deal.
- Learn and understand how chambers of commerce and business associations can outline the benefits and opportunites open to tourism business from the EU GREEN Deal.
- Learn and understand how chambers of commerce and business associations can facilitate and provide training and upskilling to support businesses going green.
- Understand supports open to chambers of commerce and business associations under the EU Green Deal.
- Apply this knowledge to own business community and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
   - Introduction to EU's Climate ambition for 2030 and 2050 (PPT)
   - Objectives (PPT)
   - Climate Target Plan (PPT)

2. **Online Pre-recorded Tutorials**
   - Case study of a chamber of commerce training programme in EU Green Deal currently being offered in EU member state.

- Case Study: How a local (regional, federal state or national) business association is leading the way in the fight against climate change.

3. **Self-learning exercises**
   - Assignment: Imagine you are the chair of a local business association. Outline three activities suitable for your locality that the organisation could use to support the implementation of the EU climate targets and describe how at least one of these activities could be externally funded.

**REFLECTION**

- Timeline and plan for reflecting on the presented structures in terms of their usefulness for solving current tasks related to the EU's climate change targets.

**TESTING / ASSESSMENT**

- End of module: Presentation (Imagine you are chair of a local business association: Present your findings to the rest of the board following your written assignment).

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**Training Unit 5:   Summary of CREDinGREEN EU survey results**

## MODULE PLAN INFORMATION

**Learning Cluster:** EU Green Deal
**Module Topic:** Summary of CREDinGREEN EU survey results
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Tourism data
- Tourism statistic system
- Lifestyle and tourism
- Green deal and tourism
- Post pandemic tourism
- Post pandemic lifestyle
- Tourism products

## LECTURE NOTES

- Provide webinar and tutorials.
- Provide assignment and template.
- Provide template for self-learning exercise.
- Provide case-study.

## TEACHING METHODS

☒Face to Face Learning
☒Blended Learning
☒On-Line Learning
☒Pre-recorded tutorial
☒Assignment
☐Learning by doing
☐Project-based learning
☒Peer learning
☐Hands-on learning
☒Collaborative learning
☐E-Journal

## MODULE TASK

Participants will learn about how Covid changed the tourism sector with a special focus on behaviour and demand, new trends and requests, and the role that a green strategy could have answering these challenges.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand and evaluate the trend of flows during and after the pandemic.
- Learn and understand and evaluate the effects on different source markets.
- Learn and understand and evaluate the effects on different target markets.
- Learn and understand and evaluate the effects on different types of tourism (business, leisure, others).
- Learn and understand the changes in lifestyles and in particular the attention to the Green Deal.
- Apply this knowledge to management of business to face the challenges of change.
- Learn and understand the sentiment of businesses and public administrations towards the Green Deal.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop.

## WORKLOAD: 3 HOURS

**1. Face-to-Face/Webinars**
- Data analysis tourism
- Research data analysis Green Deal
- Changes in Lifestyle
- How to face the change in product demand
- Best practices in new products
- Best practices in sustainability

**2. Online Pre-recorded Tutorials**
- Fundamentals on tourism data using video materials.
- Fundamentals on EU Green Deal using video materials.

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- Case study: "Il cammino degli Dei" (slow tourism) and the potential of business networks as multiplicator of innovation

**3. Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities.
- Collection and representation of own data
- Purpose and creation of a business network

**REFLECTION**

- Changes in tourism: from place to product through the motivation: which will be the next frontier on product supply?

**TESTING / ASSESSMENT**

- End of module: Self-assessment via short text on "List of ideas for innovative products responding to new lifestyle in a green vision".

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# Training Unit 6: How to market sustainability and the EU Green Deal to destination management

## MODULE PLAN INFORMATION

**Learning Cluster:** Marketing Green
**Module Topic:** How to Market Sustainability and the EU Green Deal to destination management
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Post Pandemic Lifestyle and tourism
- Quality labelling for destinations
- Green deal and quality
- Post pandemic tourism
- Post pandemic lifestyle
- Tourism DMO

## LECTURE NOTES

- Provide webinar and tutorials' documents.
- Provide case studies.
- Provide pre-recorded tutorials.
- Provide self-assessment and template.

## TEACHING METHODS

☒Face to Face Learning
☒Blended Learning
☒On-Line Learning
☒Pre-recorded Tutorials
☒Assignment
☐Learning by doing
☐Project-based learning
☐Peer learning
☐Hands-on learning
☐Collaborative learning
☐E-Journal

## MODULE TASK

The unit focuses on sustainability as a strategic plan for destinations to create added value that can be marketed to current and potential visitors. Participants will learn how to make a destination sustainable and how to take advantage of local and regional tourism marketing. Recipients of the training are public administration in tourism and DMOs.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand and evaluate the trend of visitor flows during and after the pandemic.
- Learn and understand and evaluate the effects on different types of tourism (business, leisure, others).
- Learn and understand the changes in the attitudes in line with the Green Deal objectives.
- Apply this knowledge to management of destinations to face the challenges of change.
- The importance of quality labelling connected with Green Deal objectives.
- How to market a quality label for destinations?

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop.

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
- Data analysis tourism
- Research data analysis Green Deal
- How to create a quality label based on Green Deal objectives
- How to market a quality label
- Best practices in DMO labelling
- Best practices of the "Green Approach" for DMOs

2. **Online Pre-recorded Tutorials**
- Fundamentals on tourism data using video materials.

- Fundamentals on EU Green Deal
- Best practices on quality label

**3. Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities.
- Collection and representation of own data on tourism and Green.
- Purpose and creation of a quality label.

**REFLECTION**

- Tourism destinations, branding and quality labelling as value added to tourism attractiveness.

**TESTING / ASSESSMENT**

- End of module: Self-assessment via short text on "List of ideas for branding destinations with a green quality seal".

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# Training Unit 7: How to market sustainability and the EU Green Deal to local businesses

## MODULE PLAN INFORMATION

**Learning Cluster:** Marketing Green
**Module Topic:** How to market sustainability and the EU Green Deal to local businesses
**Total Workload:** 5,5 hours
**ECTS Allocation:** 1/20

## SYLLABUS (MODULHANDBUCH)

- Basics of communication and marketing
- History and development of sustainable marketing

## LECTURE NOTES

Notes and advice for Lecturer/trainer providing this unit
- Provide the case study.
- Assessment grading is based on all demanded content which is included.

## TEACHING METHODS

☒Face to Face Learning
☒Blended Learning
☐On-Line Learning
☒Pre-recorded Tutorials
☒Assignment
☒Learning by doing
☒Project-based learning
☐Peer learning
☐Hands-on learning
☐Collaborative learning
☐E-Journal

## MODULE TASK

Participants learn how to communicate sustainability and the EU Green Deal to other local businesses in a truthful and inspiring way.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:
- Learn and understand why communicating sustainability is essential in order to achieve the EU Green Deal goals.
- Learn and understand different methods of effective communication of sustainability.
- Understand which pitfalls in communicating sustainability should be avoided.
- Learn how to evaluate whether or not the communicative approaches have been effective and caused behavioral changes.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 5,5 HOURS

1. **Face-to-Face/Webinars**
- Basics of communication and marketing (PPT)
- History and development of sustainable marketing (PPT)

2. **Online Pre-recorded Tutorials**
- Case study: Presentation of case study (a real-life enterprise is presented with a specific need that the participants develop a solution for).

3. **Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities
- Assignement 1: Analysis of situations, challenges, objectives of case study
- Assignment 2: Work on case study, develop green marketing campaign
- Assignment 3: Presentation of case study results

**REFLECTION**

- Assignment 3, including final presentation.

**TESTING / ASSESSMENT**

- End of module: Presentation of assignment 3 is graded.

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## Training Unit 8: Green tourism among the generations – meeting diverse consumer demands

### MODULE PLAN INFORMATION

**Learning Cluster:** Marketing Green
**Module Topic:** Green tourism among the generations
**Total Workload:** 4,5 hours
**ECTS Allocation:** 1/20

### SYLLABUS (MODULHANDBUCH)

Bullet points of covered subjects and topics
- Target groups analysis
- Basics of digital marketing
- Social media campaign creation

### LECTURE NOTES

Notes and advice for Lecturer/trainer providing this unit
- Provide case studies.
- Assessment grading is based on all demanded content which is included, the number of measures which were provided (scalable, measurable etc.), level of creativity level of feasibility/ likeliness of real-life execution.

### TEACHING METHODS

☒ Face to Face Learning
☐ Blended Learning
☒ On-Line Learning
☒ Assignment
☒ Learning by doing
☐ Project-based learning
☒ Peer learning
☐ Hands-on learning
☐ Collaborative learning
☐ E-Journal

### MODULE TASK

Participants learn how to cluster consumers into different generational target groups as well as how to best market sustainability within each of these groups.

### MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:
- Learn and understand how consumers can be clustered into different generational groups.
- Learn and understand the demands/values and behaviors/characteristics of each group.
- Understand why different generational groups can be best reached through different communication methods.
- Learn the basics about digital marketing (social media).

### DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

### WORKLOAD: 4,5 HOURS

1. **Face-to-Face/Webinars**
- Target groups analysis (PPT)
- Basics of digital marketing / social media marketing (PPT)

2. **Online Pre-recorded Tutorials**
- Case study of best practice enterprise

3. **Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities.
- Assignment 1: Brainstorm: "How present is sustainability within each of the above mentioned target groups?".
- Assignment 2: Presentation: "How to best reach the different target groups (e.g. create an exemplatory social media post, green marketing campaign)".

### REFLECTION

- Assignment 2, including final presentation.

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**TESTING / ASSESSMENT**

- End of module: Presentation of assignment 2 is graded.

- End of module: Presentation of assignment 2 is graded.

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# Training Unit 9: Preserving and restoring ecosystem and biodiversity

## MODULE PLAN INFORMATION

**Learning Cluster:** Food & Bio
**Module Topic:** Preserving and restoring ecosystem and biodiversity
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Concept of Biodiversity Strategy for 2030
- Core EU directives and documents
- Implement market analysis and profiling of tourists.
- Apply new knowledge to own business.

## LECTURE NOTES

- Provide webinar and tutorials' documents.
- Provide case studies.
- Provide templates for assignment.
- Provide templates for assessment activity (business strategy template for learner and checklist for trainer).

## TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☐ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☒ Collaborative learning
☐ E-Journal

## MODULE TASK

Participants will learn about how their business can contribute to preserve and restore ecosystem and biodiversity and why this is beneficial even for them.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand the concept of "Biodiversity Strategy for 2030", the Sustainable Development Goals (with a particular focus on Goal no. 9 and 15) and other core EU documents and directives in the field.
- Learn and understand how tourism impacts on the ecosystem and biodiversity.
- Learn how to analyze the audience – profiling of tourists for a given context and in my own business.
- Learn how to identify quality certified products that contribute to preserve the ecosystem and biodiversity.
- Apply this knowldege to own business and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 5 HOURS

**1. Online Pre-recorded Tutorials/Webinars**
- The "Biodiversity Strategy for 2030" strategy in brief (video)
- The "Biodiversity Strategy for 2030" strategy and its application in tourism (PPT)
- Core elements of the UN SDGs (in particular no. 9 and 15)
- What is ecotourism (according to UNTWO) / tourism aimed at preserving nature (PPT/video)

**2. Self-learning exercises**
- Case study (good/bad practice) of coastal and marine tourism to preserve nature
- Case study (good/bad practice) of mountain/rural tourism
- Case study (good/bad practice) of urban tourism
- Assignment 1: Profiling of tourists using my services

- Assignment 2: Research on existing quality certifications for eco-friendly products (FSC certification for wooden / paper products, fair trade, etc.)

**3. Face-to-Face**
- Brainstorming on the findings of Assignment 1 and 2
- Group work: How can I apply these findings in my own business (considering the tourist profiles and certifications identified and the good/bad practices presented)

## REFLECTION

- Group reflection and debriefing on what was learned.

## TESTING / ASSESSMENT

- End of module: Develop a strategy for own business to contribute to preserve the ecosystem and biodiversity (on a given template).
- Assessment will be done by the trainer through a provided checklist that will list all the relevant issues to be considered when developing a business strategy. If the learner has included and described in detail all these aspects in his/her strategy in a convincing manner he/she has successfully passed this unit.

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# Training Unit 10: "Farm to Fork": a fair, healthy and environmentally friendly food system

## MODULE PLAN INFORMATION

**Learning Cluster:** Food & Bio
**Module Topic:** "Farm to Fork": a fair, healthy and environmentally friendly food system
**Total Workload:** 4 hours
**ECTS Allocation:** 1/20

## SYLLABUS (MODULHANDBUCH)

- Concept of Farm to Fork
- Introduction to Supply Chain
- Implement supply chain analysis.
- Identify quality certified products.
- Application of Farm to Fork concept to own business

## LECTURER NOTES

- Provide webinar and tutorials' documents.
- Provide appropriate case studies
- Provide templates for assessment activity (business strategy template for learner and checklist for trainer)

## TEACHING METHODS

☒Face to Face Learning
☒Blended Learning
☒On-Line Learning
☒Pre-recorded Tutorials
☒Assignment
☐Learning by doing
☐Project-based learning
☐Peer learning
☐Hands-on learning
☒Collaborative learning
☐E-Journal

## MODULE TASK

Participants will learn about how their business can achieve and benefit from a fair, healthy, and environmentally friendly food system.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand the concept of "Farm to Fork".
- Learn and understand how Farm to Fork concept can impact and benefit businesses in tourism.
- Understand basic supply chain in tourism sector regarding food, beverages, and ingredients.
- Learn how to analyse and evaluate suppliers and service providers in tourism industry within contextual principles of Farm to Fork.
- Apply the "Farm to Fork" concept to own business and sector.

## DEVICES REQUIRED FOR E-LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 4 HOURS

1. **Online Pre-recorded Tutorials/Webinars**
- The "Farm to Fork" strategy in brief (video)
- The "Farm to Fork" strategy in details and its connection with tourism (PPT)
- Supply chain analysis basics (PPT)

2. **Self-learning exercises**
- Case study (to read/video) of "Farm to Fork" in tourism
- Case study (to read/video) in restaurant
- Case study (to read/video) in hotel
- Case study (to read/video) of local farmer and local supplier cooperation
- Assignment 1: Analysis of current supply chain adopted by my own SME
- Assignment 2: Research on existing food quality certifications (organic, fair trade, etc.)

**3. Face-to-Face**
- Brainstorming on the findings of Assignment 1 and 2
- Group work: how can I apply the Farm to Fork concept in my own business?

## REFLECTION

- Group discussion and debriefing on the main findings.

## TESTING / ASSESSMENT

- End of module: Develop a strategy for own business to apply the Farm to Fork concept (on a given template).
- Assessment will be done by the trainer through a provided checklist that will list all the relevant issues to be considered when developing a business strategy. If the learner has included and described in detail all these aspects in his/her strategy in a convincing manner he/she has successfully passed this unit.

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# Training Unit 11: Sourcing local – a guide for the tourism industry

## MODULE PLAN INFORMATION

**Subject/Course:** Food & Bio
**Module Topic:** Sourcing local – a guide for the tourism industry
**Total Workload:** 4 hours
**ECTS Allocation:**

## SYLLABUS (MODULHANDBUCH)

- Introduction to Sourcing Local
- Implement supply chain analysis.
- Explore benefits of local sourcing
- Assess hurdles to local sourcing.

## LECTURE NOTES

- Provide webinar and tutorials' documents.
- Ensure that students are involved in all activities.
- Inform the teachers' awareness on problem solving techniques utilised in the application through the tutorials
- Provide Checklist for Assignment

## TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☒ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☒ Collaborative learning
☐ E-Journal

## MODULE TASK

Participants will acknowledge the importance of using local suppliers and learn how to tackle eventual hurdles.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand the advantages of Sourcing Local and Sustainable for the business and for the community.
- Understand basic supply chain in tourism sector .
- Understanding the Environmental Impact of Local Sourcing.
- Learn how to analyse and evaluate local sustainable suppliers and service providers in tourism industry.
- Apply this knowledge to own business and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 4 HOURS

1. **Face-to-Face/Webinars**
- The importance/ advantages of using Local Suppliers for their businesses and for the local economy.
- How to identify local, sustainable suppliers.
- How to overcome chain supply disruptions.

2. **Online Pre-recorded Tutorials**
- Case study on working with local suppliers for tour operators/ hotels/ restaurants or similar businesses in tourism.

3. **Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities.
- Assignment: Analysis of current supply chain analysis.
- Checklist provided.

## REFLECTION

- Analog provided E-Journal access or articles, cases.

**TESTING / ASSESSMENT**

- End of module: Self-assessment via checklist "List of appropriate solutions".

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# Training Unit 12: Supplying clean, affordable, and secure energy

## MODULE PLAN INFORMATION

**Learning Cluster:** Energy & Efficiency
**Module Topic:** Supplying clean, affordable, and secure energy
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Energy supply policy
- Energy generation options for small businesses
- Effective energy management
- Community energy generation

## COMMUNITY ENERGY GENERATION LECTURE NOTES

- Provide case studies.
- Provide a checklist for the assignment.
- Provide pre-recorded tutorials
- Assignment type: evaluation and presentation.

## TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☐ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☐ Collaborative learning
☐ E-Journal

## MODULE TASK

Participants will learn and understand how to establish a clean, affordable and secure energy source, through generation of their own energy locally or from an energy supplier.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand the objectives of the EU's Climate Ambition Target Plan.
- Gain an insight to energy supply policy and its challenges at a Macro level.
- How to evaluate and assess energy suppliers against the chosen criteria.
- Learn and understand how to establish a at micro-level a clean, affordable, and secure energy source, through generation of own supply of energy in own business, and local community energy generation.
- Understand the viable energy generation options for small businesses ranging from wind energy, solar energy, hydropower, geothermal etc.
- Learn and understand effective energy management based on the international standard energy management ISO 50001.
- Understand the feasible energy generation options for local energy production for communities such as biomass, wind energy, solar panels, mobile turbines.
- Apply this knowledge to own business and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
   - Energy supply policy and its challenges (PPT)
   - Energy generation options for small businesses (PPT)
   - Effective energy management (PPT)
   - Community energy generation (PPT)

**2. Online Pre-recorded Tutorials**
- Case study " Small business energy generation "
- Case study "Community energy generation"

**3. Self-learning exercises**
- Assignment 1: Your current energy supplier against the criteria of clean, affordable and secure energy supply usign the checklist provided and give a suitable rating.
- Assignment 2: Analysis of the current stage of achieving some of the objectives of the Climate Ambition Target Plan.

## REFLECTION

- Annual planning using checklists to review current final energy contracts.

## TESTING / ASSESSMENT

- End of module: Evaluation and presentation, e.g.: Evaluate the viability of generating your own energy for your business, present the most suitable energy solution for your business and outline the investment required and forecast return/benefit.

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# Training Unit 13: Energy and resource-efficient building and renovation to save money and protect the environment

## MODULE PLAN INFORMATION

**Learning Cluster:** Energy & Efficiency
**Module Topic:** Building and renovating
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Introduction to building and environment
- Concept of energy efficient building and renovating
- Implement more energy efficient measures

## LECTURE NOTES

- Provide list of renovation measures with explanations and explain the need for a personalised checklist.
- Provide webinar and tutorials' documents.
- Provide case studies.
- Provide checklist for assignment

## TEACHING METHODS

- ☒ Face to Face Learning
- ☐ Blended Learning
- ☒ On-Line Learning
- ☒ Pre-recorded Tutorials
- ☐ Assignment
- ☐ Learning by doing
- ☐ Project-based learning
- ☐ Peer learning
- ☒ Hands-on learning
- ☐ Collaborative learning
- ☐ E-Journal

## MODULE TASK

Participants will learn about how their business can benefit from an energy and resource efficient building and community – through renovation or new construction.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand the concept of energy efficient buildings in the context of the EU Green Deal.
- Learn and understand how a ressource and energy efficient building can benefit their business.
- Understand what it takes to have not only zero emissions but to be a positive energy powerhouse.
- Learn how to analyse the benefits and cost-saving options through renovating and building in an energy and ressoure efficient way in their company.
- Learn how to evaluate renovations in the context of energy and ressource efficiency.
- Apply this knowldege to own business and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
   - Concept of energy and ressource efficient buildings and their impact on the emissions in the EU (PPT)
   - Benefits of being a positie energy powerhouse (PPT)

2. **Online Pre-recorded Tutorials**
   - Case study of energey efficient building in the tourism sector
   - Areas and aspects where renovating in an energy and efficient way would make sense in the tourism sector
   - Presentation of potential material change and possible easy adaptations

**3. Self-learning exercises**

- Each tutorial will provide a self-learning exercise for self-practicing activities.
- Assignment 1: Analyse the energy efficiency of your building.
- Assignment 2: Set steps on the way to a positive energy powerhouse.
- Checklist for energy efficiency.
- Checklist for materials/measures/changes to become more energy efficient.

## REFLECTION

- Timeline and plan to acquire energy efficiency while running the business successfully.

## TESTING / ASSESSMENT

- End of module: Self-assessment via checklist "List of individual steps"
- Creation of a personal checklist of measures to renovate in an energy and resource efficient way. Examples will be given that can be formed into a personal checklist to tick off development. There is also room for own ideas since this is a very individual activity.

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**MODULE PLAN INFORMATION**

**Learning Cluster:** Energy & Efficiency
**Subject/Course:** Energy use reduction
and reduction of greenhouse emissions
**Total Workload:** 3 hours
**ECTS Allocation**: 1/10

**SYLLABUS (MODULHANDBUCH)**

• Introduction to concept of energy
  efficiency & reduction of greenhouse
  emissions
• Calculation of costs and benefits of
  reducing energy and greenhouse
  emissions
• Measures to apply now and later

**LECTURE NOTES**

• Provide Case Studies

**PROVIDE TEMPLATES FOR
ASSIGNMENTS AND REFLECTION TASK**

• Provide Checklist for Assignment

**TEACHING METHODS**

☒Face to Face Learning
☐Blended Learning
☒On-Line Learning
☒Pre-recorded Tutorials
☒Assignment
☐Learning by doing
☒Project-based learning
☐Peer learning
☐Hands-on learning
☐Collaborative learning
☒E-Journal

# Training Unit 14: Energy use reduction and reduction of greenhouse emissions: from small changes to big impact

**MODULE TASK**

Participants will learn how their business can reduce energy consumption and greenhouse emissions within their daily operations.

**MODULE LEARNING OUTCOMES**

By completing this module, learners will achieve learning outcomes and learn skills such as:

• Learn and understand where energy and thus greenhouse emissions can be saved in the tourism sector.
• Learn and understand the costs and benefits of reduced energy use.
• Understand the different measures and their benefits.
• Learn how to analyze future changes and adaptations in terms of the energy consumption and greenhouse emission.
• Learn how to evaluate their own business practices according to the concept of eliminate-reduce-substitute-compensate in terms of energy.
• Apply this knowldege to own business and sector.

**DEVICES AND MATERIALS REQUIRED FOR LEARNING**

Internet Connection, PC/laptop

**WORKLOAD: 3 HOURS**

1. **Face-to-Face/Webinars**
- Energy and greenhouse emissions as part of the climate crisis (PPT)
- Ways to reduce energy and greenhouse emissions in the tourism industry (PPT)

2. **Online Pre-recorded Tutorials**
- Case study of an energy efficient hotel
- Case study of an energy efficient restaurant

3. **Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities
- Assignment 1: Identify where energy and greenhouse emissions can be saved in your company.
- Assignment 2: Develop a plan for implementing changes, calculating the costs and benefits.

- Checklist of possible steps to reduce energy use
- Guideline to calculate energy reduction costs and benefits.

**REFLECTION**

- Analog Journal or E-Journal to reflect on measures and actual amount of energy and greenhouse emissions saved.

**TESTING / ASSESSMENT**

- End of module: Self-assessment via checklist "How energy efficient are we? How efficient can we be?"

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# Training Unit 15: Water waste reduction

## MODULE PLAN INFORMATION

**Learning Cluster:** Energy & Efficiency
**Subject/Course:** Water waste reduction
**Total Workload:** 3 hours
**ECTS Allocation:**

## SYLLABUS (MODULHANDBUCH)

- Introduction to water waste reduction
- Understanding waste production and reduction benefits
- Implementation in different tourism businesses

## LECTURE NOTES

- Self-assessment about the topics learnt.
- Provide case studies.
- Provide checklist for assignment.

## PROVIDE TEMPLATE FOR ASSIGNMENT AND REFLECTION TASK

## TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials

☒ Assignment
☒ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☐ Collaborative learning
☐ E-Journal

## MODULE TASK

**Water waste reduction**
This module will provide the necessary skills for participants to analyse the effectiveness and efficiency of resource use in the collection, treatment, reuse, and disposal of water waste. It covers the principles and objectives of water waste disposal and management, principles of water quality, the importance of water waste treatment and its effluent reuse and recycling.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:
- The process of water waste reduction.
- The management of water effluent.
- Understanding the benefit of these processes in the development of sustainable businesses in tourism.
- Learning how to analyse the specifics of each context and apply the best processes of water waste reduction.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
- Learning the concept of water waste reduction [PPT];
- Learning the process of managing water residuals [PPT];
- Learning and understanding the benefits the tourism sector [PPT];
- Learning how to analyse each context and apply a waste reduction strategy [PPT];

2. **Online Pre-recorded Tutorials**
- Case studies of water waste production in different tourism sectors;
- Case studies of the benefits water waste reduction in each tourism sectors;

3. **Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities;
- Assignment 1: Analysis of different types of water waste production;
- Assignment 2: Analysis of various benefits to water waste reduction;

- List of Checklist and other learning material provided to enable self learning and tasks;

**REFLECTION**

- E-journals provided articles to reflect the impacts of the measures implemented to reduce water waste.

**TESTING / ASSESSMENT**

- End of module: Self-assessment activities via checklists (e.g.: "How can we reduce water waste?", "What are the impacts of certain practices/activities?")

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## MODULE PLAN INFORMATION

**Learning Cluster:** Energy & Efficiency
**Module Topic:** Electromobility for the tourism industry
**Total Workload:** 3 hours
**ECTS Allocation:** 1/20

## SYLLABUS (MODULHANDBUCH)

- Introduction to E-mobility
- Is it achievable for my business in the local context?
- Case study

## LECTURE NOTES

- Provide case study.
- Develop the evaluation tools.
- Identification and presentation of best practices in e-mobility
- Provide checklist for module organization.
- Provide pre-recorded tutorials

## TEACHING METHODS

☒Face to Face Learning
☒Blended Learning
☒On-Line Learning
☒Pre-recorded Tutorials
☐Assignment
☐Learning by doing
☐Project-based learning
☐Peer learning
☐Hands-on learning
☒Collaborative learning
☐E-Journal

# Training Unit 16: Electromobility for the tourism industry

## MODULE TASK

Participants will learn how both the environment and their business can benefit from using E-mobility.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand the concept of electric and sustainable tourism.
- Learn and understand the opportunities in offering extra services for travelers that use e-mobility for travel (charging stations, e-car/e-bike sharing).
- Understand the importance of reducing air and noise pollution in tourist destinations.
- Learn how to analyze and evaluate the costs-benefits and potential of e-mobility in their destination.
- Apply this knowledge to own business and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
 - Why and what is E-mobility?
 - Local context of e-mobility (discussion)
 - Opportunities within tourism
 - Basic cost – benefits analysis

2. **Online Pre-recorded Tutorials**
 - Case study of successfully implemented e-mobility politics in tourism destinations. Pre-requisites for implementation of e-mobility in tourism companies.

3. **Self-learning exercises**
 - Each tutorial will provide a self-learning exercise.
 - List of Checklist and other material provided to enable self-learning.

**REFLECTION**

- Challenges for E-mobility and sustainable tourism destination.
- Self-Assessment via checklist, e.g., a "List of appropriate solutions".

**TESTING / ASSESSMENT**

- End of module: Self-assessment activities via checklist "List of appropriate solutions".

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## MODULE PLAN INFORMATION

**Learning Cluster:** Circular Economy
**Module Topic:** Mobilising industry for a
clean and circular economy
**Total Workload:** 4 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Principles of Circular Economy
- Circular economy value creation – a conceptual framework for travel and tourism
- Going circular – from theory to reality
- Inspirational best practice from tourism industry.

## LECTURE NOTES

- Provide webinar and tutorials' documents.
- Provide checklist for assignment.
- Provide multiple choice test template.

## TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☐ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☐ Collaborative learning
☐ E-Journal

# Training Unit 17: Mobilising industry for a clean and circular economy

## MODULE TASK

Participants will learn the importance and principles of circular economy and will understand how can apply them in their own organisation.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand the concept of "circular economy".
- Understand the difference between linear and circular tourism.
- Learn how to apply the principle of circular economy in tourism.
- Learn how to improve their own business activity toward circular tourism.
- Apply the knowledge for the development of action plans.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

PC/laptop, Internet Connection, account in mural.co/miro.com or similar applications for visual moderation.

## WORKLOAD: 4 HOURS

1. **Face-to-Face**
   - Circular economy and circular tourism.
   - What will a circular tourism look like.

2. **Online Pre-recorded Tutorials**
   - Bullet list of Subjects and topics to be covered in Online tutorials.
   - Circular support models.
   - Circular tourism initiatives (best practices).

3. **Self-learning exercises**
   - Each tutorial will provide a self-learning exercise for self-practicing activities.
   - Assignment 1: Develop your own checklist of actions that could be implemented for your own business, to improve the circularity of the resources (in several business cases regarding tourism (for designing of their own business or the tourism sector in general)
   - Assignment 2: Analyse at least 2 study cases from the provided list and extract at least 5 actions that could be applied for your business.
   - List of Checklist and other learning material provided to enable self-learning.

**REFLECTION**

- List the actions that could be implemented in a one-year timeframe, in line with circular tourism.

**TESTING / ASSESSMENT**

- End of module: Multiple-choice test (MS Word), which can be done online with Google Forms or another suitable application (such as www.mentimeter.com or www.kahoot.it).
- The final grade is automatically generated by the programme / application used.

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# Training Unit 18: Reuse of materials and goods for circular economy

## MODULE PLAN INFORMATION

**Subject/Course:** Circular Economy
**Module Topic:** Reuse of materials and goods for circular economy
**Total Workload:** 3 hours
**ECTS Allocation:**

## SYLLABUS (MODULHANDBUCH)

- Introduction to reuse/remanufacture and circular economy
- Understanding the benefits of reuse/remanufacture and circular economy in tourism businesses
- Implementation in different tourism sectors

## LECTURE NOTES

- Provide documents for Webinar and Tutorials.
- Provide case studies.
- Provide template for assignments.

## TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☐ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☐ Collaborative learning
☐ E-Journal

## MODULE TASK

This module will provide the necessary skills for participants to better understand the use, reuse and remanufacturing of materials or components of materials. It will provide insight into the options for products that are end-of-life, by examining how reuse and remanufacturing can be part of the circular economy and contribute to environmental sustainability in business and tourism.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Understanding concepts such as use, reuse and remanufacturing of materials and/or components.
- Understanding options for end-of-life products: life extension, remanufacturing and/or recycling.
- Analysing how the reuse and remanufacturing of products and materials is essential for Circular Economy and can contribute to environmental sustainability.
- Apply this knowldege to tourism businesses and further develop each different sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
- Learning the concepts of material use, reuse and remanufacturing;
- Strategies for end-of-life products;
- Sustainable benefits for tourism businesses;

2. **Online Pre-recorded tutorials**
- Case study of sustainable impact of end-of-life products in tourism businesses;
- Case study of benefits of reuse and remanufacture in tourism businesses.

3. **Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities;
- Assignment 1: Analysis of the various impacts of end-of-life products;

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- Assignment 2: Analysis of the various benefits of reuse and remanufacture;
- Checklist and other learnign material provided to enable self learning and tasks.

**REFLECTION**

- Development of reuse/remanufacture strategy for specific context.

**TESTING / ASSESSMENT**

- End of the module: Self-assessment activities, e.g.: "How can we build/improve a circular economy?" (Content: an assessment of what has been learned in relation to the circular economy and its impact).

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## MODULE PLAN INFORMATION

**Learning Cluster:** Circular Economy
**Module Topic:** Reduction of packaging
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Introduction to sustainable packaging
- Methods for packaging reduction
- The impact of packaging on the environment
- Case studies

## LECTURE NOTES

- Provide case-studies.
- Provide assignment/assessment details.

## TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☐ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☒ Collaborative learning
☐ E-Journal

# Training Unit 19: Reduction of packaging

## MODULE TASK

Participants will learn how their business can achieve and benefit from the reduction of packaging.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Understand the concept of packaging reduction.
- Learn about the impact of packaging on the environment.
- Learn and understand the objectives of sustainable packaging.
- Learn and understand how the reduction of packaging can impact businesses in tourism.
- Apply this knowledge to own business and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
- Introduction to sustainable packaging (PPT)
- Methods for packaging reduction (PPT)
- The impact of packaging on the environment (PPT)

2. **Online Pre-recorded Tutorials**
- Case study of sustainable packaging in tourism
- Case study on the methods for packaging reduction in tourism

3. **Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities.
- List of learning materials provided to enable self-learning and tasks.
- Assignment: Analysis of the current stage of achieving packaging reduction in EU and in the partner countries in the project CREDinGREEN.
  The assignment will be teamwork, e.g., for 30 minutes. Another 30 minutes could be used for the presentations of the works elaborated by each team.

**REFLECTION**

- How can I reduce packaging in a small rural pension?
- Form of reflexion: a written material with 2-3 ideas for reducing packaging. The material will be uploaded on the project platform.

**TESTING / ASSESSMENT**

- End of module: Multiple-choice test (MS Word), which can be done online with Google Forms or another suitable application (such as www.mentimeter.com or www.kahoot.it).
- The final grade is automatically generated by the programme / application used.

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## MODULE PLAN INFORMATION

**Learning Cluster:** Circular Economy
**Module Topic:** Avoidance of non-biodegradable detergents
**Total Workload:** 3 hours
**ECTS Allocation:** 1/10

## SYLLABUS (MODULHANDBUCH)

- Introduction to non-biodegradable detergents
- Consequences of using non-biodegradable detergents
- The impact of avoiding non-biodegradable detergents on businesses
- Case study

## LECTURE NOTES

- Provide case studies.
- Prepare multiple choice test.
- Prepare self-learning tasks, homework subjects
- Provide a checklist for the assignment.

## TEACHING METHODS

☒ Face to Face Learning
☒ Blended Learning
☒ On-Line Learning
☒ Pre-recorded Tutorials
☒ Assignment
☐ Learning by doing
☐ Project-based learning
☐ Peer learning
☐ Hands-on learning
☐ Collaborative learning
☐ E-Journal

# Training Unit 20: Avoidance of non-biodegradable detergents

## MODULE TASK

Participants will learn how their business can achieve and benefit from the avoidance of non-biodegradable detergents.

## MODULE LEARNING OUTCOMES

By completing this module, learners will achieve learning outcomes and learn skills such as:

- Learn and understand what biodegradable detergents are and their importance for environment protection.
- Learn and understand the consequences of using non-biodegradable detergents the tourism.
- Understand how to identify and avoid non-biodegradable detergents.
- Apply this knowledge to own business and sector.

## DEVICES AND MATERIALS REQUIRED FOR LEARNING

Internet Connection, PC/laptop

## WORKLOAD: 3 HOURS

1. **Face-to-Face/Webinars**
- Introduction to non-biodegradable detergents (PPT)
- Consequences of using non-biodegradable detergents (PPT)
- The impact of avoiding non-biodegradable detergents on businesses (PPT)

2. **Online Pre-recorded Tutorials**
- Case study of non-biodegradable detergents.
- Case study on the consequences of using non-biodegradable detergents in tourism. Water pollution due to the use of non-biodegradable detergents
- Case study on specific challenges for avoiding non-biodegradable detergents. Costs of non-biodegradable detergents versus costs on biodegradable detergents. Availability and types of biodegradable detergents for hotels and restaurants.

3. **Self-learning exercises**
- Each tutorial will provide a self-learning exercise for self-practicing activities.
- List of learning materials provided to enable self-learning and tasks.

- Assignment: The students will elaborate a short-written homework choosing one of the two subjects listed below:
  a) Analysis of the current stage of avoiding non-biodegradable detergents in businesses.
  b) Biodegradable detergents as a solution for sustainable tourism.

**REFLECTION**

- Non-biodegradable detergents versus biodegradable detergents.
- Form of reflection: discussion.

**TESTING / ASSESSMENT**

- End of module: Multiple-choice test (MS Word), which can be done online with Google Forms or another suitable application (such as www.mentimeter.com or www.kahoot.it).
- The final grade is automatically generated by the programme / application used.

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