Workshop on international tourism education and curriculum development in higher education institutions
- How can tourism education support the growth and competitiveness of Europe as a tourism destination?

Thursday 26 April 2018
Satakunta University of Applied Sciences, Pori, Finland

The Workshop is a forum for sharing expertise and the best practises in international tourism education and curricula development. The idea is to present the participants tourism education, degree programmes and curricula. Based on the presentations the skills the graduates need in the changing world of tourism business are discussed and aligned jointly.

Programme
09:00 Opening speech: Designing a curriculum of tourism business development in international cooperation: Case of the Central Baltic Area. Sanna-Mari Renfors, Satakunta University of Applied Sciences, Finland
09:30 Presentations (20 minutes each)

1. Innovation and Management in Tourism at Salzburg University of Applied Sciences - Curricula, Content, Competencies. Rosalyn Eder, Salzburg University of Applied Sciences, Austria
2. The new curriculum tourism and recreation management at VIVES University of Applied Sciences. Karel Ooms, VIVES University of Applied Sciences, Belgium
4. Curriculum development at Eszterházy Károly University. Tibor Kovács, Eszterházy Károly University, Hungary
5. Tourism and heritage: research and training in the tourism courses. Isabel Vaz de Freitas, UPT – Oporto Global University, Portugal
6. Enhancing personal growth of tourism students by integrated experience-based education methods in Vidzeme University of Applied Sciences. Ilze Grinfelde, Vidzeme University of Applied Sciences, Latvia
7. BA International Tourism Management. Nick Naumov, University of Northampton, United Kingdom.

12:00 Lunch
12:30 Workshop, joint discussion and networking
14:30 Coffee

The workshop is organised as part of the international teaching and expertise week in Satakunta University of Applied Sciences, Finland by the Research Group of Tourism Business and Interreg Central Baltic project BOOSTED www.projectboosted.eu
ABSTRACTS

Designing a curriculum of tourism business development in international cooperation: Case of the Central Baltic Area. Dr. Sanna-Mari Renfors, Head of the Tourism Research Group, Satakunta University of Applied Sciences, Finland

Internationalisation of the curriculum has become a strong imperative in higher education strategies. Simultaneously, the growth of international tourism affects the content of the tourism curricula. A case of designing a curriculum of tourism business development in international cooperation in the Central Baltic Area is presented. First, the skill and knowledge requirements in the industry were identified and then they were translated into courses in a new curriculum offered by four higher education institutions in Finland, Estonia, and Latvia. The aim of the courses is to improve the skills and knowledge in designing products and experiences in tourism, digital marketing communication and cooperation. In addition, they provide competences in selling tourism products, international customer service and forecasting global changes. Personal development significant for building careers in tourism, i.e. innovativeness, creativeness and proactivity is also included. The case provide educators useful information of the internationalisation of curriculum and curriculum design in higher tourism education.

Innovation and management in tourism at Salzburg University of Applied Sciences - Curricula, content, competencies. Rosalyn Eder, International Coordinator, Lecturer of Intercultural Communication, Salzburg University of Applied Sciences

Tourism education in Austria has evolved through the years. Specificities of the Austrian labor market and educational systems are the two main factors that influence tourism education in the country. This presentation focuses on curricula content and development of the degree program Innovation and Management in Tourism offered at Salzburg University of Applied Sciences. It also addresses the workshop topic on emerging skills and competencies that the tourism industry requires, particularly with regards to industry 4.0

The new curriculum tourism and recreation management at VIVES University of Applied Sciences. Karel Ooms, Lecturer and Researcher in Tourism, VIVES University of Applied Sciences, Belgium

Since this academic year we implement our new curriculum for the Bachelor in Tourism and Recreation Management. In the old curriculum, we had three options for students (from second year on): tour operating, travel agency and tourist offices. This distinction was not relevant anymore, and we completely switched the basic structure of the curriculum. In the new curriculum in year 1 and 2, we offer four blocks of subjects: 1. Tourism: structure, players, trends, destinations, tools, and techniques, 2. Communication: languages, communication, 3. Business: economics, accountancy, ICT, travel law, 4. Projects: visits, guest lectures, assignments. Only in the third year, we offer the possibility of choosing from three routes: 1. Tourism and Travel for those wanting to become employed by travel organisers, tourist offices, 2. Tourism Business for those wanting to starting up their own enterprise in the field of tourism, 3. Mobility Window: for those wanting to enrich themselves with a one semester international experience at a foreign University of Applied Sciences. Focus points in the new curriculum are ICT, languages, innovation, and projects. Within the curriculum, we have an eye for cross-curricular integration in order to integrate tourism in non-tourism courses such as ICT and languages. And finally, because we want our students to getting hands on experience during their studies, we have a four week internship in a company or organization in Belgium (in the second year) and a 16 week internship in Belgium or abroad in the third year.
Profile and trends of human capital in the tourism sector. Skills gap analysis: presentation of the pilot case study of the Municipality of Barcelos, Portugal. Vânia Costa, Assistant professor, PhD, Polytechnic Institute of Câvado and Ave, Portugal

The present study has as main objective to explore the needs of human capital in the tourism industry by creating outputs that allow us to have a better understanding of the sector needs and forecast the future skills needs. Specifically, we will present a project of investigation applied to this issue for the Portuguese territory, in coordination with the involved entities1, entitled as “Profile and Trends of Human Capital in the Tourism Sector”. This project aims to identify future trends of human capital as well as to identify, understand and develop the profile of the human capital concerning both the technical and the higher graduate professionals of the tourism sector, by taking into account the specific needs of the current business sector in the Portuguese tourism sector. The profile to develop will specifically focus on the technical skills and knowledge identified by part of the business sector, all the stakeholders identified in the tourism sector. Thus, it also presents itself as an essential output to the planning of higher training in the tourism sector and to the fostering of the convergence of formative offer to the real needs of the sector as well as correct inclusion in the labour market, making possible knowledge and level of qualifications. In this workshop, we present the results of a first pilot study applied only to the city of Barcelos, a small town in the northern region of Portugal. Here we characterized the ideal profile for the candidate or collaborator of the tourist branch of the municipality of Barcelos by specifying the main professional and personal skills to acquire and which were more valued by the business tissue studied. Additionally, we carried out a characterization of the sample companies by studying their economic and financial situation by featuring their economic activity, particularly in the number of workers and yearly turnover and by quantifying the value of the intellectual capital of its human resources.

Curriculum development at Eszterházy Károly University. Dr Tibor Kovács, Associate Professor, Eszterházy Károly University, Hungary

In the last decade the economic, social and territorial importance of tourism increases from year to year in Hungary and because of this fact is more and more promising player on the labour market too. Eger is one of the most important and beloved Hungarian destination – and a centre of the tourism’ higher education as well. Since years we develop curricula continuously to give the students up-to-date, usable and well-balanced theoretical knowledge and practical vocational erudition. The presentation focuses on the process of curricula-development from theoretical handbooks to dual and practice-oriented electronic curricula and their usability; the other focus is how we collaborate with the most important local and regional players in tourism to give our students usable empirical and functional knowledge base.

Tourism and heritage: research and training in the tourism courses. Isabel Vaz de Freitas, Head of Tourism, Heritage and Culture Department, UPT – Oporto Global University, Portugal

Portucalense University is a private university in the north of Portugal, in the Porto certified by the National Agency (A3ES) and APCR. Among the study areas it is possible to find Law, economics, management, education, psychology, tourism, heritage and culture. The university has 3 research centers and one certified by the national FCT agency. In the tourism and heritage area the research is linked into the territorial development as the main aim of the structure of bachelors, masters and research projects. As an area of internationalization, Portucalense university is very interested in partnerships to develop research and training into a culture of multidisciplinary work and with the integration of research in each study cycles.

Enhancing personal growth of tourism students by integrated experience-based education methods in Vidzeme University of Applied Sciences. Ilze Grinfelde, Lecturer in Tourism, Vidzeme University of Applied Sciences, Latvia

Vidzeme University of Applied Sciences has implemented Tourism study programmes since 1996. While DNA of higher education has not changed much demand of the tourism sector, social, technological and economical contexts force academics to seek new ways how to teach and train future specialists. Tourism is a special challenge as there is need for very balanced theoretical knowledge and vocational skills. Since 2013, besides practical approaches in courses (as PBL, Groups consulting models, Field trips etc.) and internships we started to incorporate in curriculum more practical tools which connect personal development and professionalism in form of courses – Integrated regional practice, Outdoor practice, Management simulation and Practical solutions project for Tourism which has become our brand highly appreciated by industry and students. Results are raised competencies for all involved parties, implemented industry significant projects, enhanced cooperation with industry. However, the process is very demanding for all: students, professors and sector representatives, this experience and results has encouraged all our team think from different angle, work closer with industry specialists.
BA International Tourism Management. Nick Naumov, Programme Leader - BA (Hons) International Hospitality Management, University of Northampton, United Kingdom.

BA (Hons) International Tourism Management offers a wide range of employment opportunities and careers both nationally and internationally, from multi-national to local organisations, from world heritage destinations to national parks. This course has been specifically designed to meet the needs of tourism employers and to provide the skills necessary for real-world success giving a distinct advantage in an increasingly competitive careers market. This presentation explains the modules part of this three-year programme and discusses the embedded employability skills.