

Sector	Skills / Training	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skills
General tourism	Consumer Behavior in Tourism	Introduce key definitions of consumer behavior	Explores the importance of consumer behavior in Tourism	Verifying the effectiveness and efficiency of marketing activities in relation to consumer behavior.	Ability to understand specific characteristics of tourism which make it difficult to apply general consumer behavior concepts to tourism
	Principles of Tourism	Understand concepts, theories and literature Fundamental principles and theories, trends and schools in the field of specialization Discover different environments and modern developments and trends in the field of tourism demand and supply Understand the dynamics of market systems and the context under which they operate at different national and international levels. Understand purpose and uses of marketing research. Gain insights into marketing research by knowing the steps of the process. Understand the key concepts and potential impacts of special interest tourism	Explain and analyze the negative and positive factors that can lead to growth or decline of Tourism Examine the various approaches to studying tourism Relate marketing to marketing research and marketing strategy Identify core competencies through research Gauging feedback from the market Awareness of basic types of statistical analysis used in marketing research. Outline the mechanisms needed to make SIT viable	Explain how important this industry is to the economy of the world • Effective functioning of the human and material resources and other resources, development and conservation • Apply positive scientific thinking. • Assessing information needed and obtaining them through applying MIS. • Conversational skills • Comprehend needed terminology and formulas. • Relate SIT concepts and implications directly to tourism organizations and their goals	Describe the Evolution of Tourism • Collect pertinent information from different resources. • Adopting cognitive and intellectual development and self-learning • Examine methods of applying marketing techniques, management and strategies. • Understanding the importance of timely accurate decisions • Employ scientific methods in problem solving and evaluating opportunities. • Analyze the nature and growth of SIT
	tourism management and development	Explain the nature, scope and approaches of managing tourism organizations Understand the scope of recreation, tourism and hospitality and their interrelationships	Analyze the dynamics of tourism operation management in organizations Define the use of different resources	Make operational decisions and control their implications in tourism organizations Verifying the methodology of development	Understand key aspects of tourism and the practice of managing tourism organizations To analyze issues in tourism and hospitality development
	electronic tourism & hospitality	List the new e-tourism tools, in order to improve the comprehensive management of the company	Evaluating the quality of tourism products and services and the impacts of the new internet tools on the tourism business	Apply new internet technologies to selling products, services and tourist destinations	Evaluate the issues, problems, and barriers in hospitality and tourism e-commerce and information technology and judging their implications
	Event Management and Planning	Define event management and role of the event manager. Recognize event management phases. Awareness of how to prepare a fact sheet for every type of events	Evaluate and progress concept to operational stage. Assess event resource requirements and opportunities. Discuss the problems which event professionals might experience while planning mega events.	Awareness of the first steps for initial planning and budgeting. Field Training to experience a real event planning and management situation. Produce a report, outlining the results and noting difficulties you experienced during their field training	Awareness of the strength of formal efforts directed toward making teams more effective. Awareness of quality measurements applied in event management and planning.
	Tourism planning, environment and new trend in tourism planning	Introduce the importance of the Environment concept to the Tourism industry components. Identify general trends in the present and future that influence the tourism industry	Analyze and comprehend appropriate theories, concepts of Tourism Industry and its relation with the Environment Utilizing different approaches to understand contemporary tourism; managing, marketing, developing, branding, education in tourism.	Experiment the different stages of planning process. Tackling social feasibility studies involving tourism planning process. The ability to deal with contemporary tourism issues and Evaluate the importance of new issues	Awareness of new approaches applying new concepts to tourism planning Understanding of Contemporary tourism and its approaches highlighting the ongoing threats facing the tourism industry.
	Food sector	Comprehend why this sector is so important for providing a good hospitality	Know and individuate the most popular foods and best restaurants	Organize typical products tastings	Associate the importance of food services with the visits in order to apply the cultural awareness of tourists about particular areas traditions
	Tour guiding and leading	Ability to understand the work of tour conducting and identify the advantages and disadvantages of a tour conducting career. Understand the principles behind a successful tour itinerary	Demonstrate the relationship between guides and other industry suppliers and negotiate for suitable services with suppliers in the industry	The ability to create a multi-day tours, Pricing a tour and advertise tours Ability to solve behavior problems that occur during a tour	Understand contemporary guidance from all perspectives

Technologies	Use of Augmented Reality technology	ability to understand the difference between AR and VR (virtual reality)	demonstrate the relationship between reality and augmented or filtered reality	ability to differentiate between applications that are augmented reality and applications that are not augmented reality	understanding that augmented reality can be applied in non-commercial applications as well
	AR software and hardware	keep updated about all the changes in the industry	Using various tools and methods for following up all developments in the field	Ability to be aware of the programming languages that are used for AR applications	Understanding the interesting possible future applications such as an item-finder app overlay on a touristic site's map.
	Creation of new tourism services using new technologies - how to design	be able to have insights on how new AR-based services can enhance the end-user total experience	Ability to imagine services combining real and virtual reality while being interactive in real time	Ability to design new services based on the existing "real" ones	Understand the potential of virtual reality technology versus augmented reality, and that AR is where there's broader popular appeal
	Digital skills - digital communication	ability to understand the importance of using new digital skills	the ability to find, evaluate, utilize, share, and create content using information technologies and the Internet	knowing how to answer your emails, to access a company's files on Google Drive, or to tweak a website's code	Understanding of how digital skills can change the workplace
Hospitality and food	front office management	Understand different aspects of the rooming process as well as the different front office reports and their importance to the hotel	Identifying the various hotel industry classification as well as the procedures involved in processing a room reservation request	Applying the hospitality management skills as well as the professional skills in many of the hotel operations, while learning how to operate on one or more departments	Understand how to solve problems, independently or in a team, while communicating effectively with different guests, within different departments
	hospitality management	Recognize and use key management functions related to the hospitality sector Describe the characteristics of hospitality industry. Describe hotel ownership and development via hotel franchising and management contracts Outline the duties and responsibilities of key executives and department heads List the classifications of restaurant	Develop knowledge and skills of appropriate theories, principles and practice of management within the hospitality sector Classify hotels by type, location and price Draw an organizational chart of the room division departments. And describe the main functions of room division departments. Explain how restaurant forecast their business. Estimate the work of the back and front of the house	Demonstrate important issues to be taken into account in order to develop an effective organization for a hotel Discuss why service has become such an important facet of the hospitality industry. Calculate the occupancy percentage, average daily rates and room revenue. Calculate food cost and determine selling prices. Distinguish between commercial and non-commercial recreation	Evaluate one's planning, organizing, directing and controlling As well as assess the challenges of GM's jobs in terms of key job demands and key relationship issues The Student should be aware of facilities and requirements of different types of hotels. The Student should be aware of the unusual hotel worldwide which will enhance their mental capabilities Student should be aware of stating the functions and responsibilities of food and beverage depts.
	food management	Identify different types of foodservice operations, service methods, menus and foodservice sectors. Make students familiar with restaurant annexes, restaurant furniture and equipment. Understand beverage classification (Alcoholic and non-alcoholic) and their kinds, production and storage. Appreciate the role of room service, different systems and methods of communication used.	Understand market needs and trends. Receive, store and return food and drinks. Plan menus using the correct planning considerations and sequence. Negotiate food and beverage suppliers to get the best price without affecting the quality of items presented to customers	Asses customer satisfaction level, deal effectively with different customers and suppliers. Balance the needs of the customers and the organization and be able to prepare service area for different functions	Be able to manage different types of foodservice industry. Control restaurant costs and revenue. Monitor customer Satisfaction .Maintain food, beverage and service quality
	tourism and hospitality marketing	Understand the scope of tourism marketing	Explore the key ideas that define the different marketing approaches	Apply alternative marketing concepts and tools	Describe how businesses, evaluate and adopt a marketing strategy
	Hotels and Tourism Legislation	Explain Laws governing tourism in each cooperating country. Verifying the conditions and procedures of licensing hotel and tourism establishments.	Examine the cases of license cancellation and tax and customs exemptions for tourism companies	Produce a report, outlining the results and noting difficulties experienced by tourism companies getting a license and conditions for granting the license.	Verifying reports' writing and presentation skills
	Define the business idea	Understand the need to have a good business idea	Identify and seize opportunities to create value by exploring the social, cultural and economic landscape	Establish new connections and bring together different elements to create opportunities to create value	The use of abilities to identify opportunities for creating value
	Legal forms of a business	Know the different legal types of business	Jurisprudence and marketing knowledge and competences	Organize and develop a business in compliance with laws	

