



Digital Capacity Building by GIZ

atingi Learning Management System and Content Programme eAcademy Tourism & Hospitality



Blended Learning Concept **Tourism & Sustainability**

ADB CAREC Digital Learning Programme for Tourism and Hospitality

Tbilisi, 12.06.2023, Dr. Andreas Hofmann

atingi & eAcademy Tourism and Hospitality by GIZ

Impact in numbers

400+

Courses

700000+

Registered learners

620000+

Completed course modules

20 +

Course languages

200 +

Global partners

100000 +

Issued certificates

atingi eAcademy Tourism & Hospitality

Launch: 2022

Learners: 17k

Completed Courses: 50k

Content: 45 (EN/FR/ESP)



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atingi eAcademy
Tourism & Hospitality



Soft Skills for Tourism...

This self-paced course will help you to explore different soft skills which include interpersonal skills as well as personal...

[VIEW](#)



Introduction to Digital...

This self-paced course will help you explore how you can market your business on social channels and how to reach a huge audienc...

[VIEW](#)



A Career in Hospitality

This self-paced course will help you explore hospitality as an industry and see the job opportunities it can offer. You will find out...

[VIEW](#)



A Career in Tourism

This self-paced course will help you explore tourism as an industry and see the job opportunities it can offer. You will find out...

[VIEW](#)



Entrepreneurship for Tourism...

This self-paced course will help you start your own business by introducing you the stories of three outstanding people who...



Foundations of Food &...

This self-paced course will introduce you to the world of Food and Beverage. You will learn about the various types of F&B...



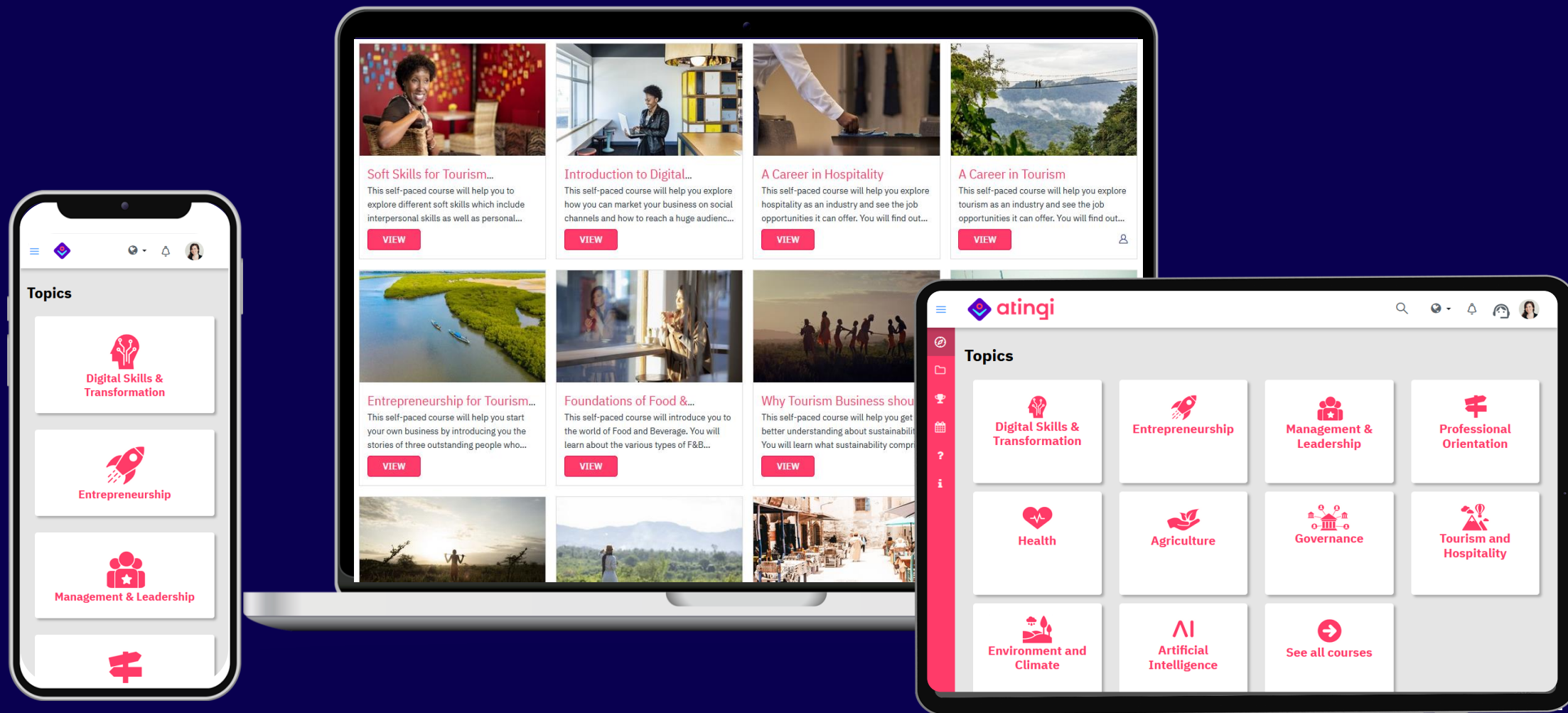
Why Tourism Business should...

This self-paced course will help you get a better understanding about sustainability. You will learn what sustainability comprise...



What it means to be a Touris...

This self-paced course will help you start your own business by introducing you the stories of three outstanding people who...





- HERE WELCOME TO THE eACADEMY VIDEO

02

Content

atingi eAcademy Tourism & Hospitality

Course Topics

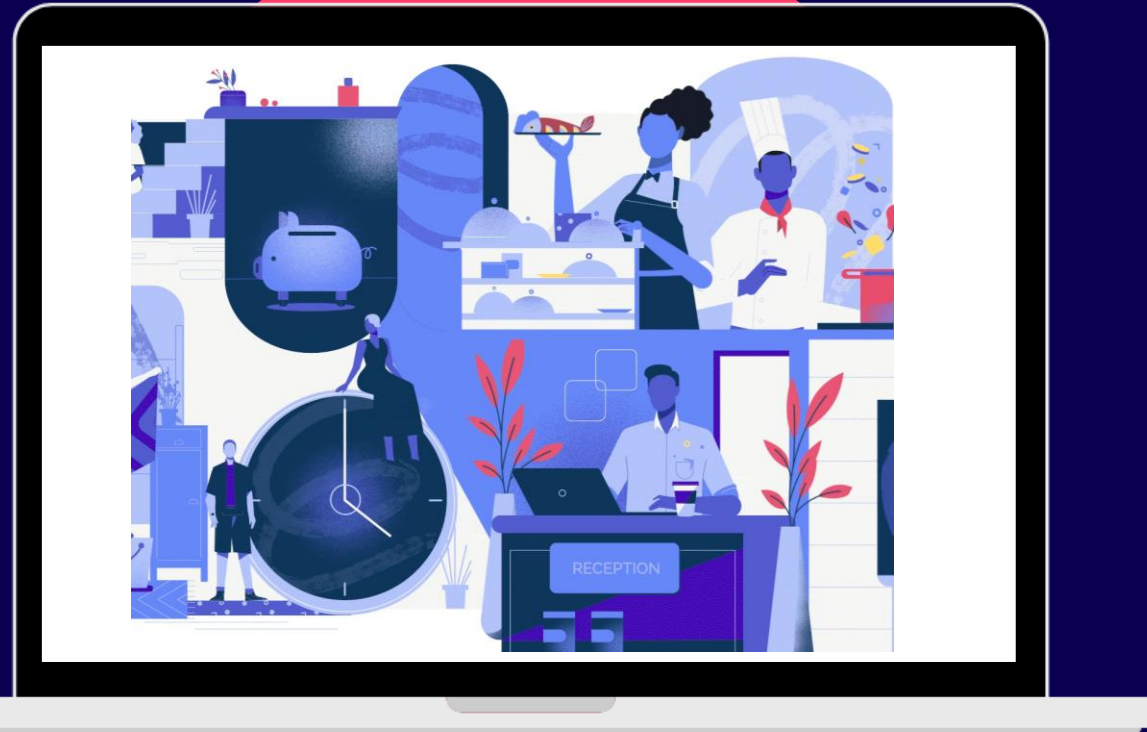
Tourism marketing

Decent work

Customer service

Green economy

Business development



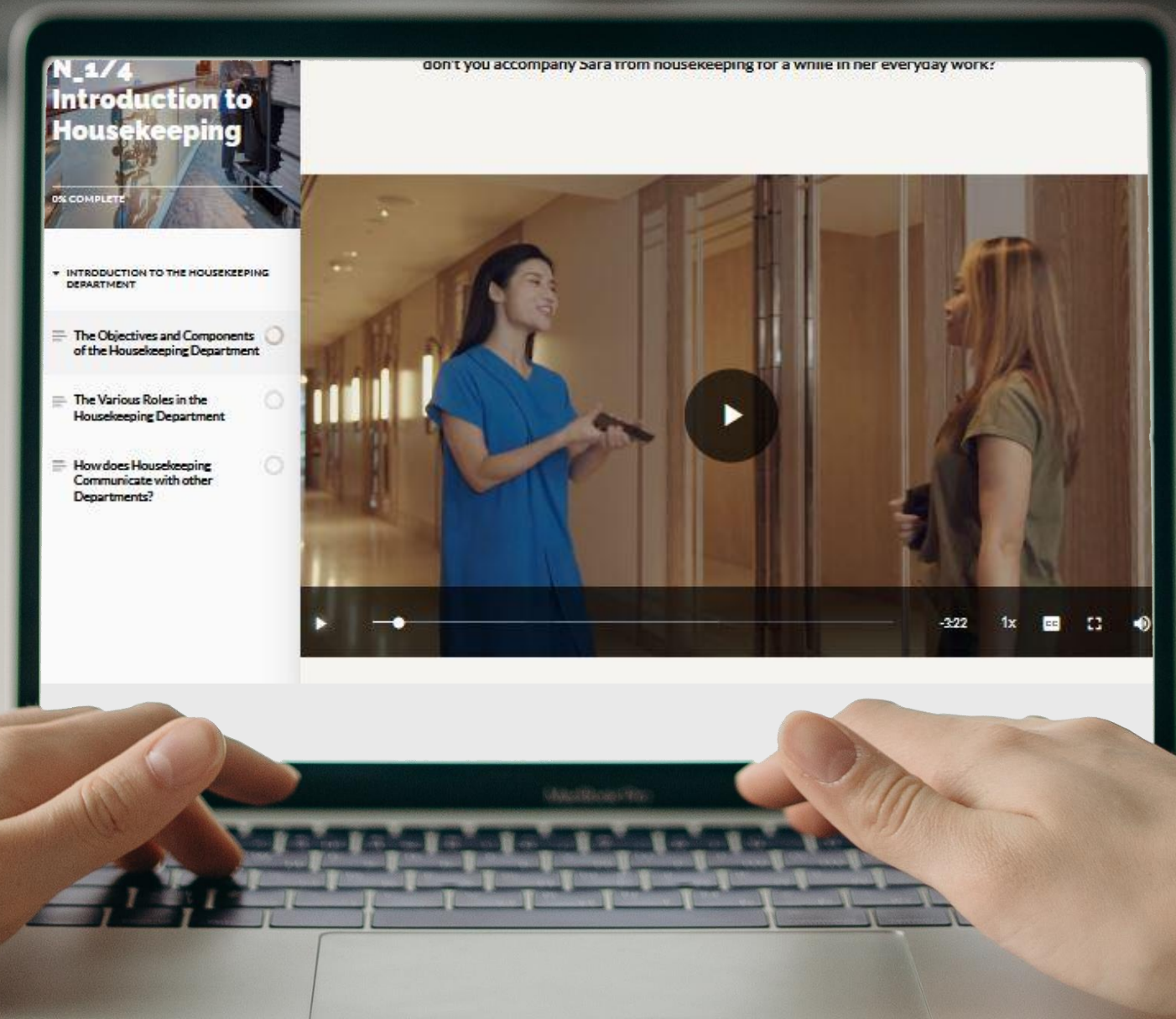
Tour guiding

Resilience

Career advice

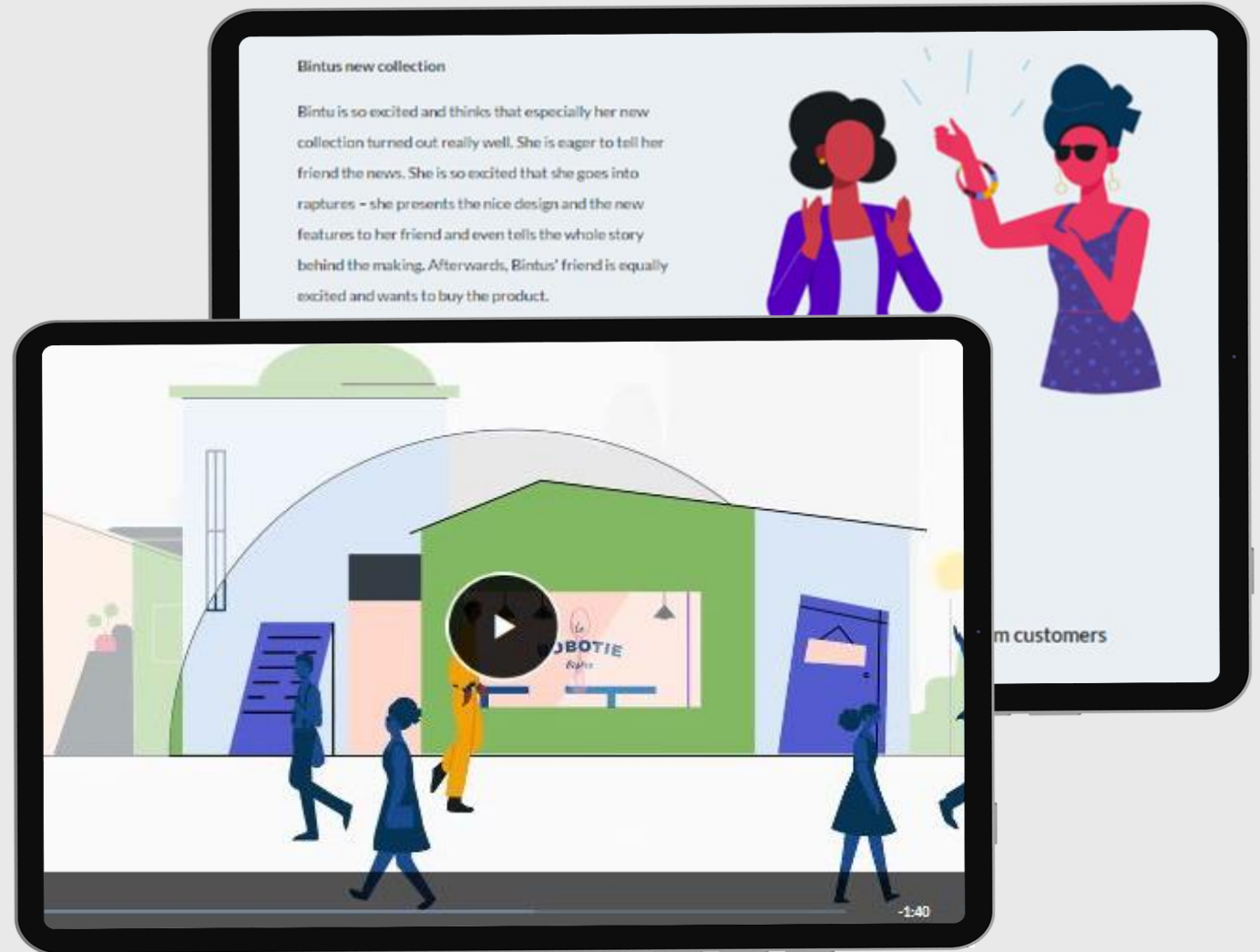
Digital marketing

Hospitality



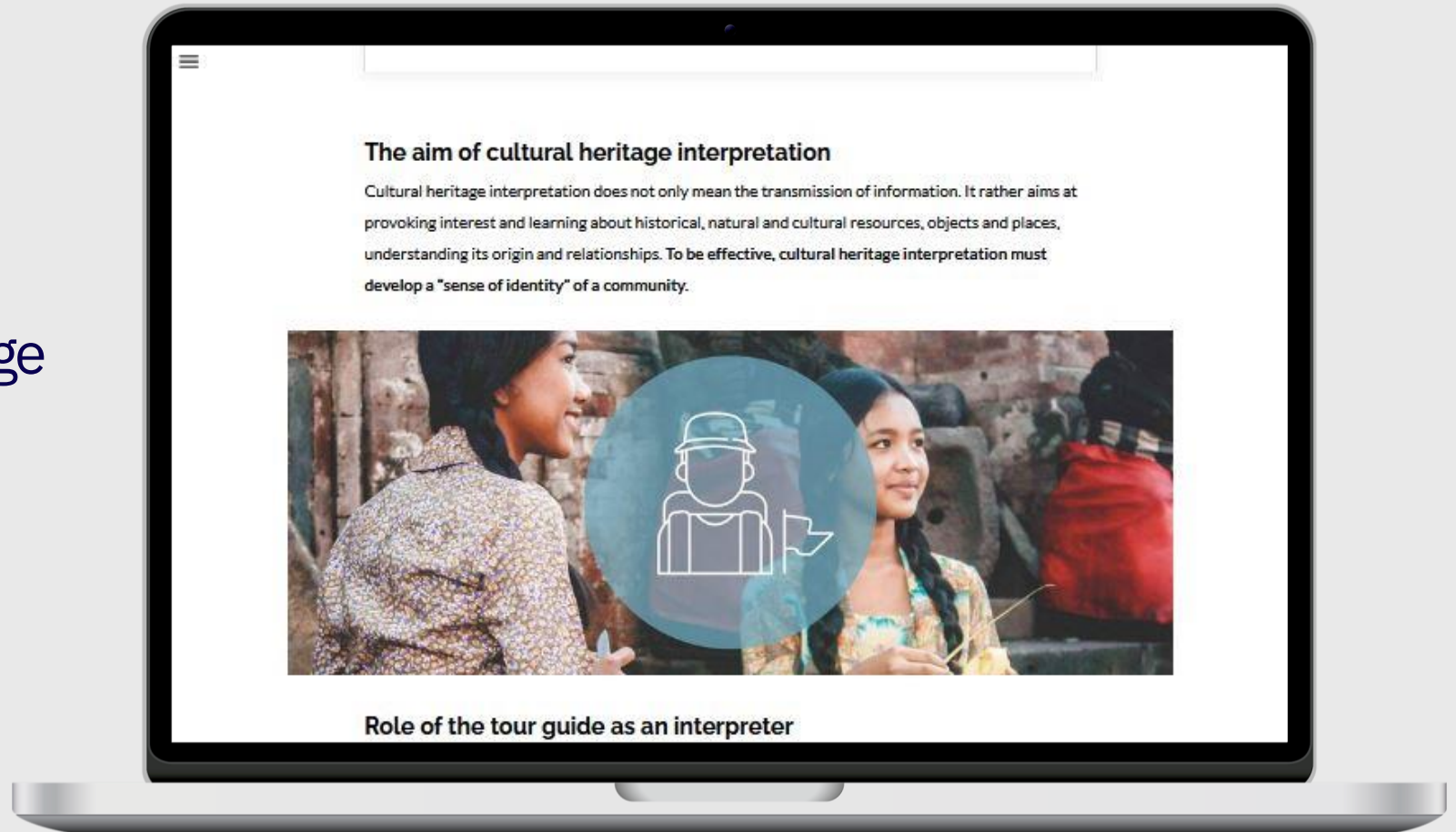
Multimedia

- Modern design

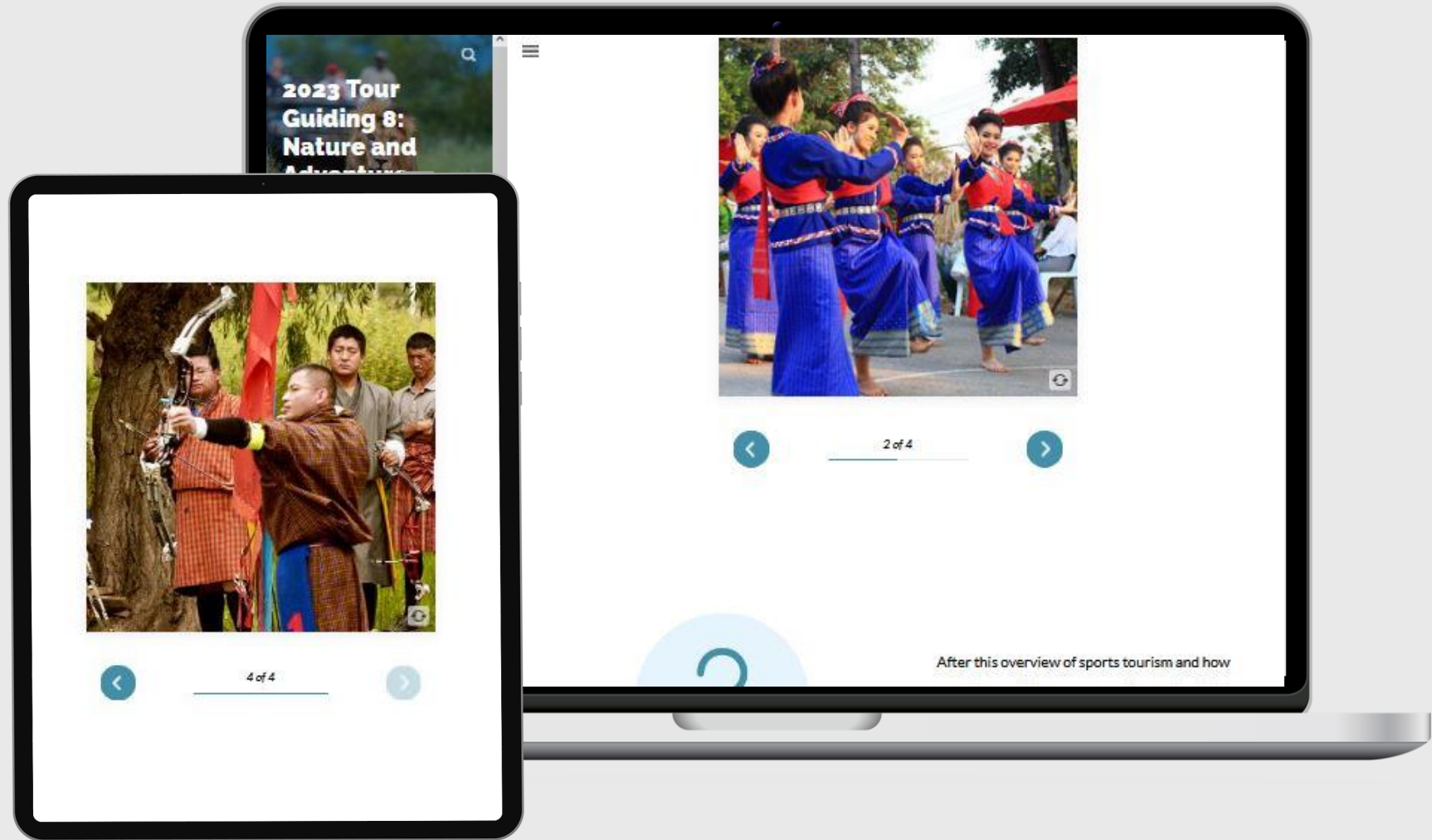


Multimedia

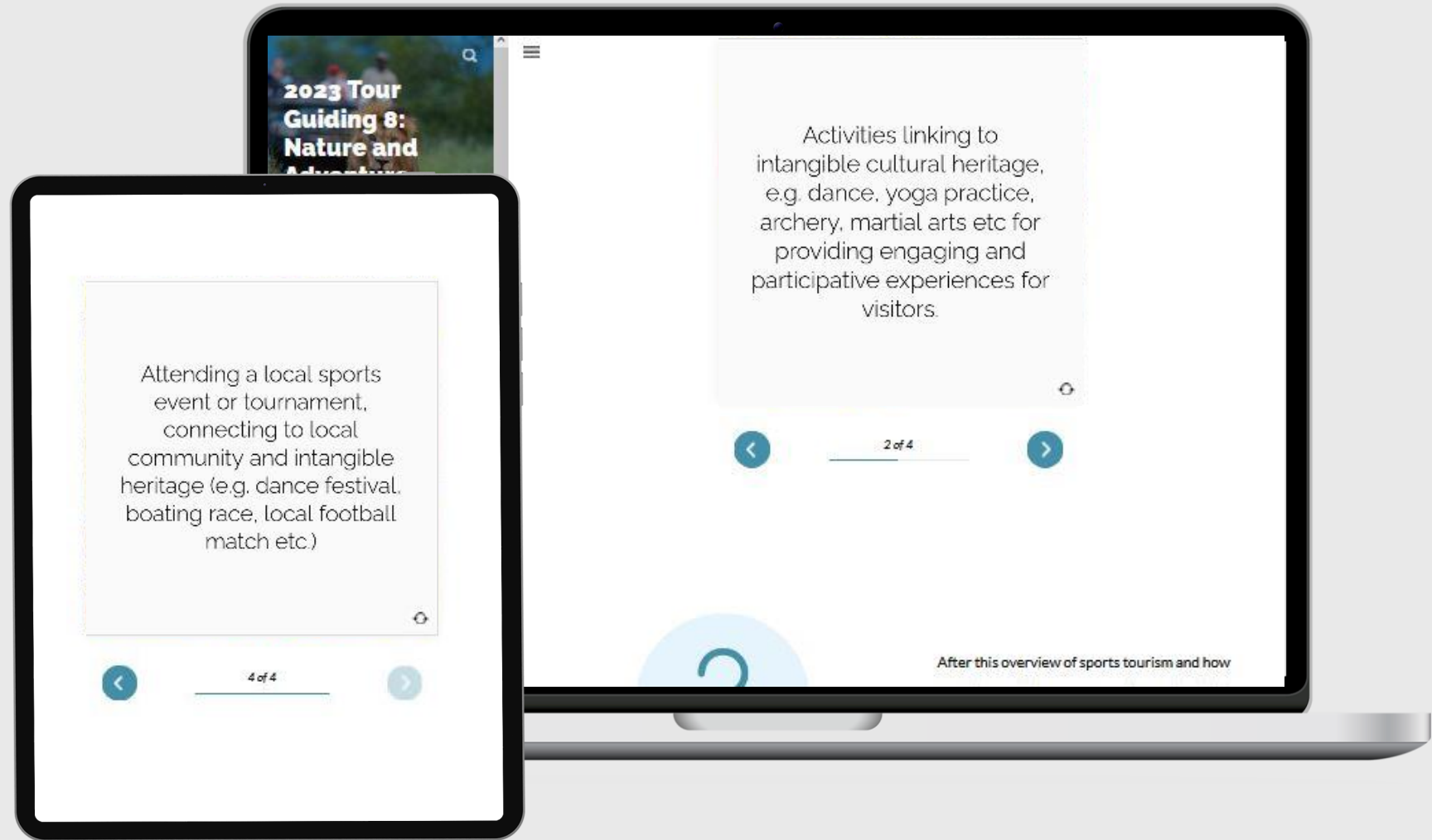
- High quality and industry specific footage



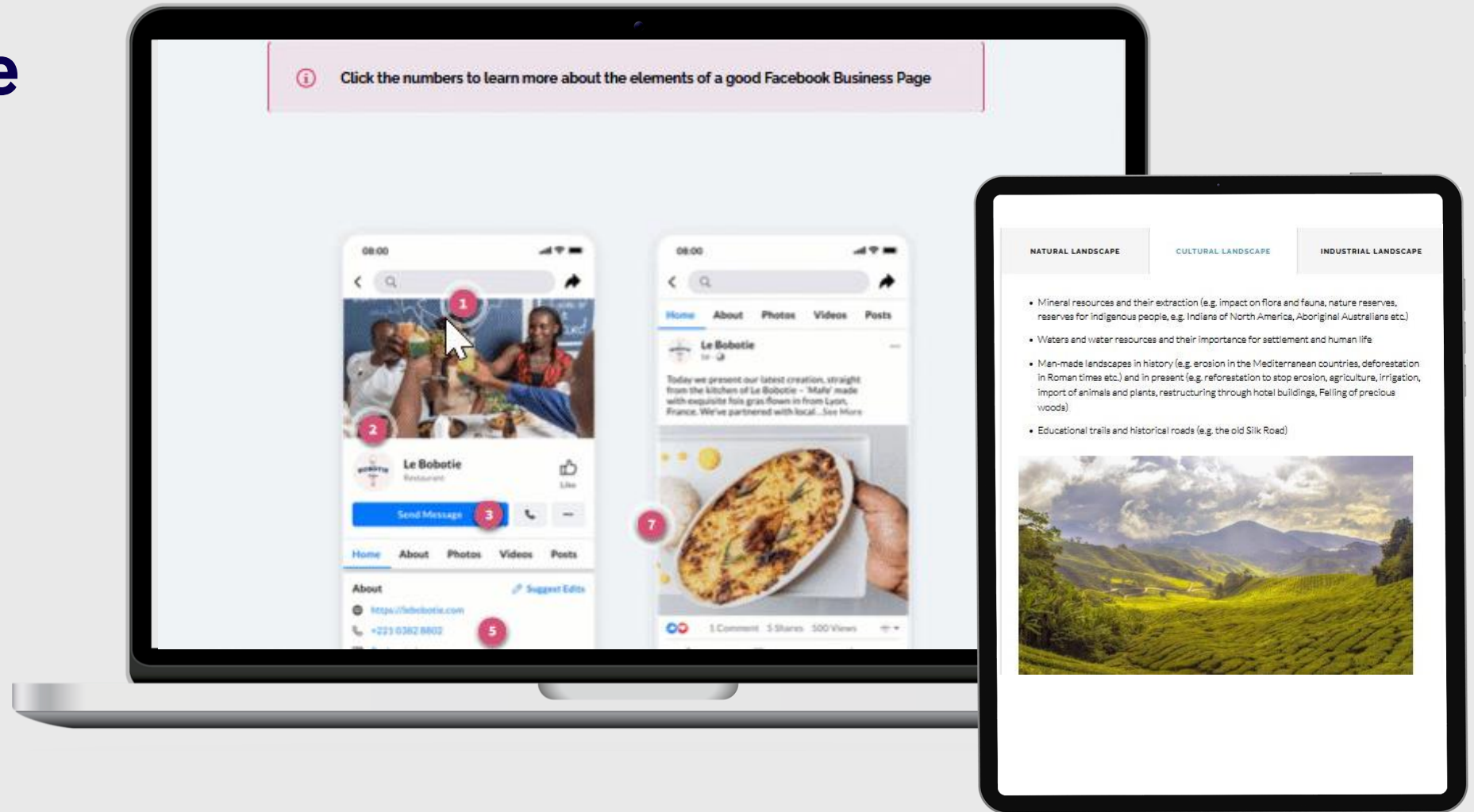
Interactive



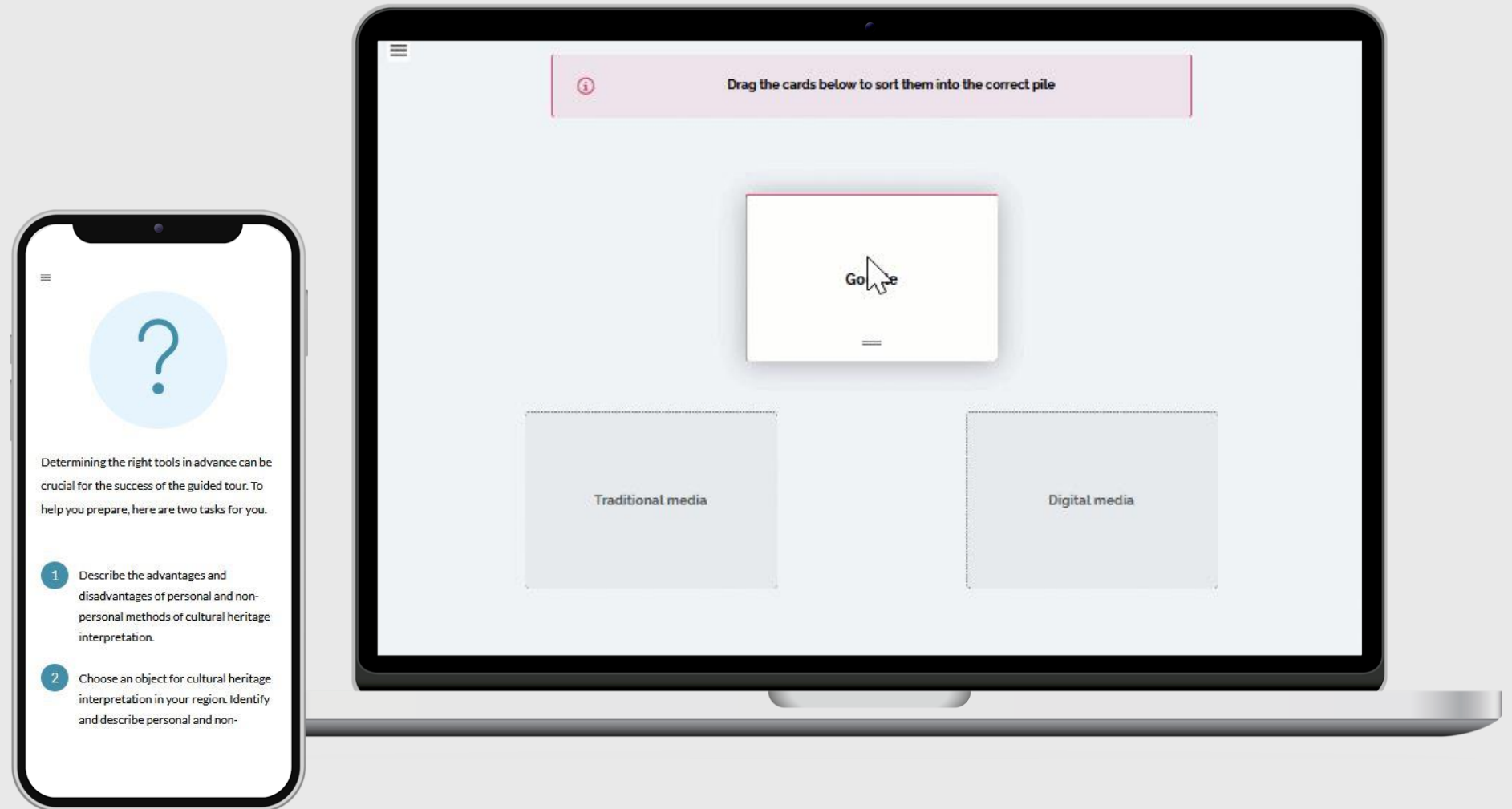
Interactive



Explorative



Quiz



03

CAREC DIGITAL LEARNING PROGRAMME

powered by GIZ atingi

CAREC Digital Learning Programme

- Public Sector Learning Pathway („Master Class“)
- Private Sector Learning Pathway

Public Sector Learning Pathways



Sustainable and
Integrated Tourism
Destinations



Resilience and Risk
Informed
Development in
Tourism



Tourism Marketing

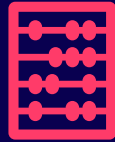


Implementation of
Sustainable Tourism
Practices (Green
Tourism Economy)

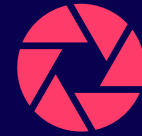
Private Sector Learning Pathway



Fundamentals of
Tourism and
Hospitality



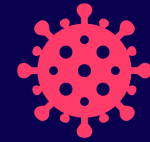
Entrepreneurship and Business
Development in
Tourism



Essentials of
Tourism and
Hospitality
Management



Tourism
Marketing



Health, Safety
and Hygiene in
Tourism

Regional Cooperation in Tourism Symposium

1. On Location, in Person Workshop Series
2. Topics Linked to the Digital Capacity Programme

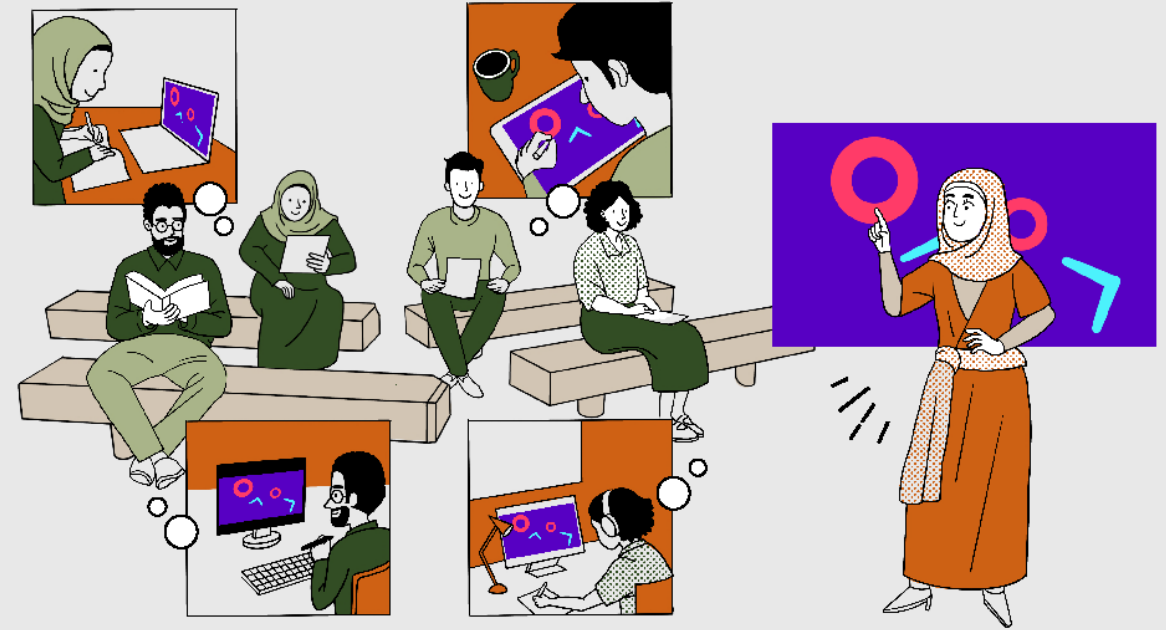
→ Details of the Concept to be discussed

04

Blended Learning – digital & remote at your own pace

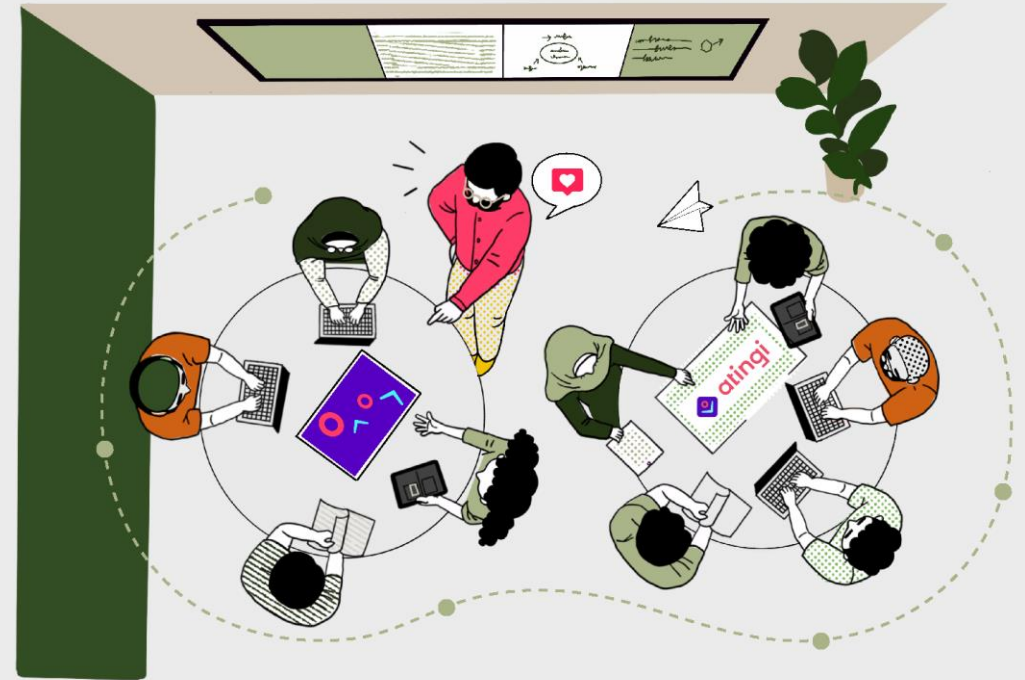
Flipped Classroom

Learn basics at home first. Deepen your understanding in classroom further.



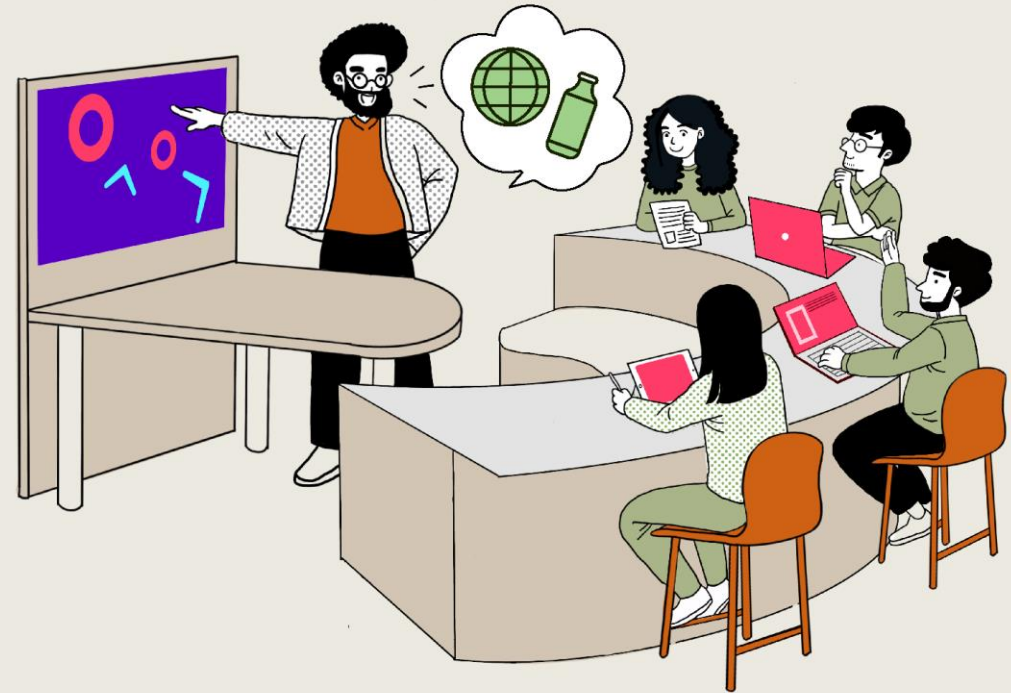
Tutored Group Work

Learn with a Digital Device
alone or in groups – Teachers
helps individually.



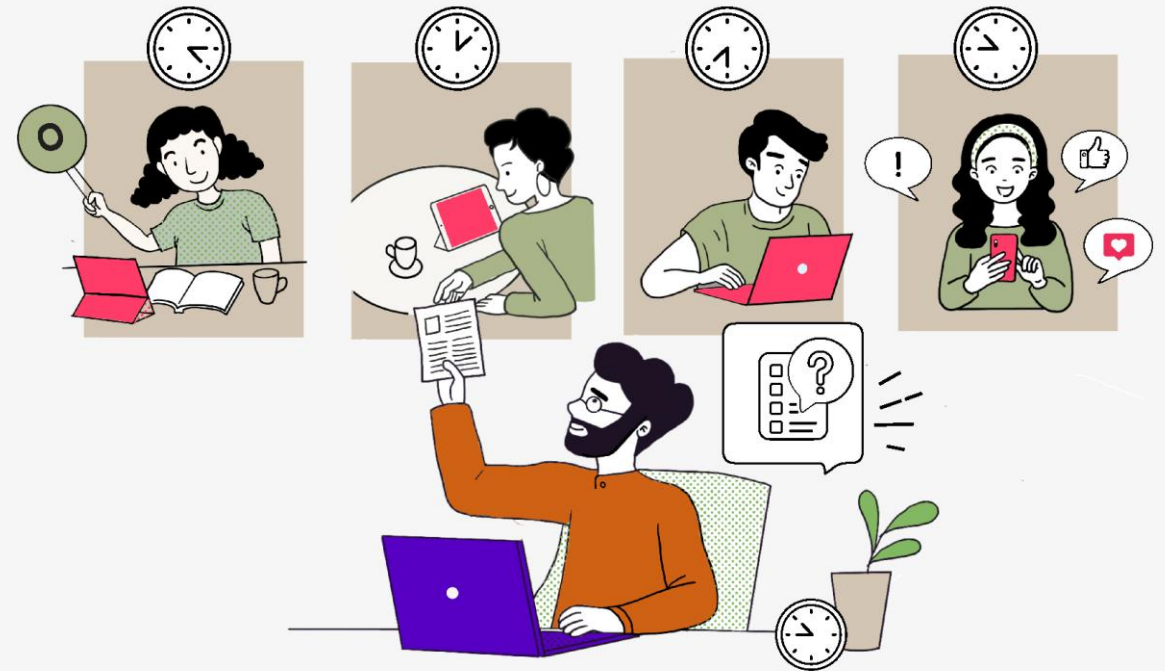
Digitally Assisted Teaching

Teacher uses Digital Content in Classroom.



Digital Homework and Assessments

Review the lesson learnt with online and digital assessments. We suggest this mode of assessment for CAREC.

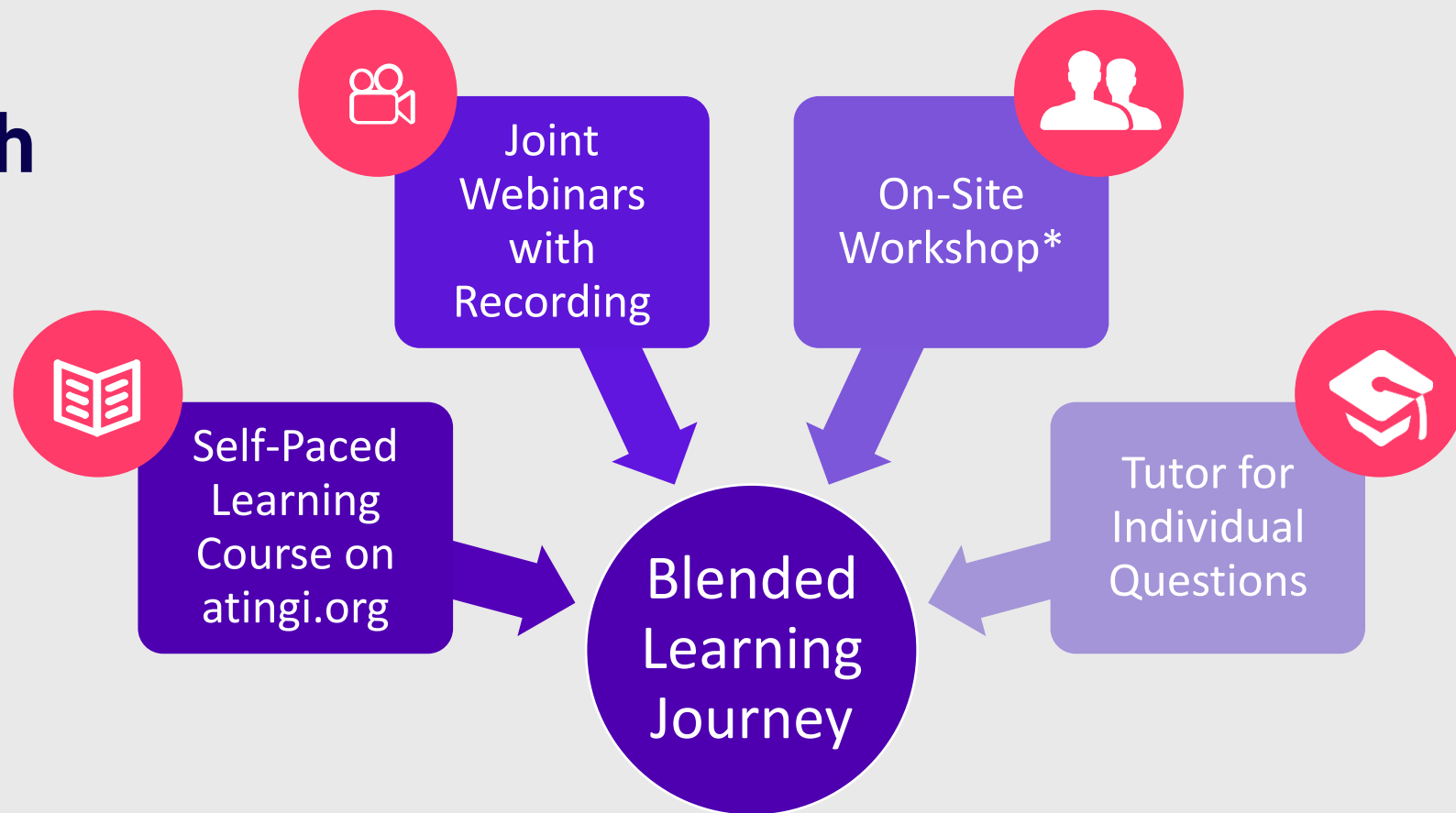


Asynchronous Online Learning for Dispersed Groups

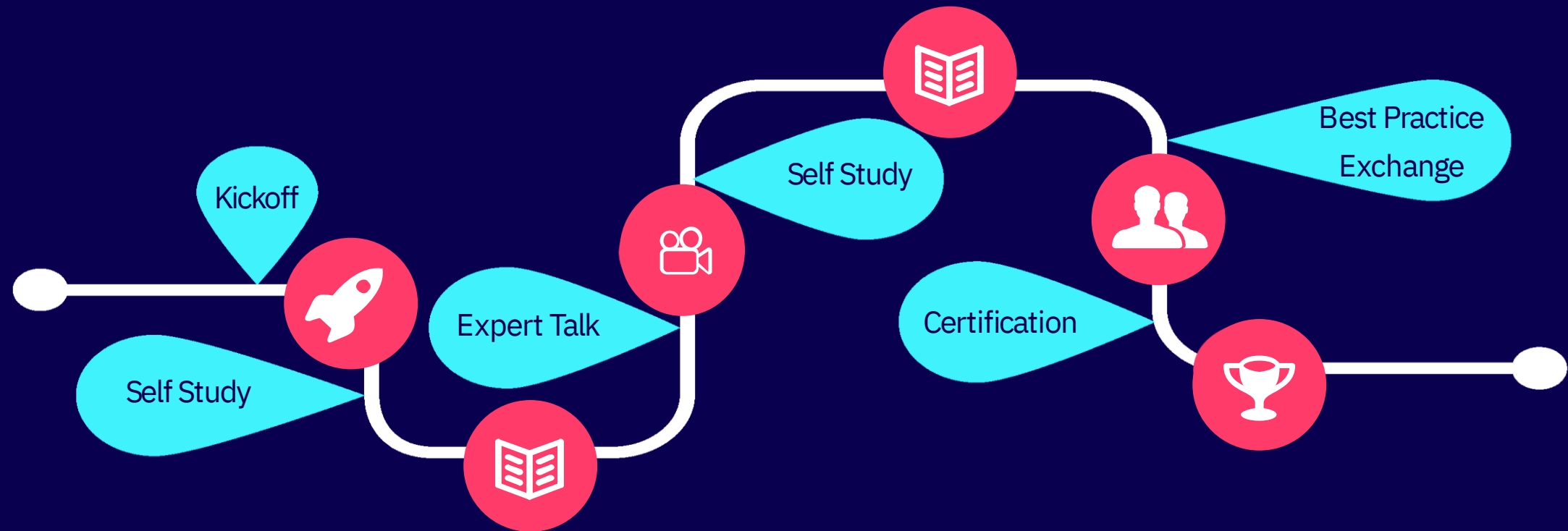
Webinars and Self-Paced Learnings for Learners not in the same country – should be combined with live webinars. Our approach for CAREC.



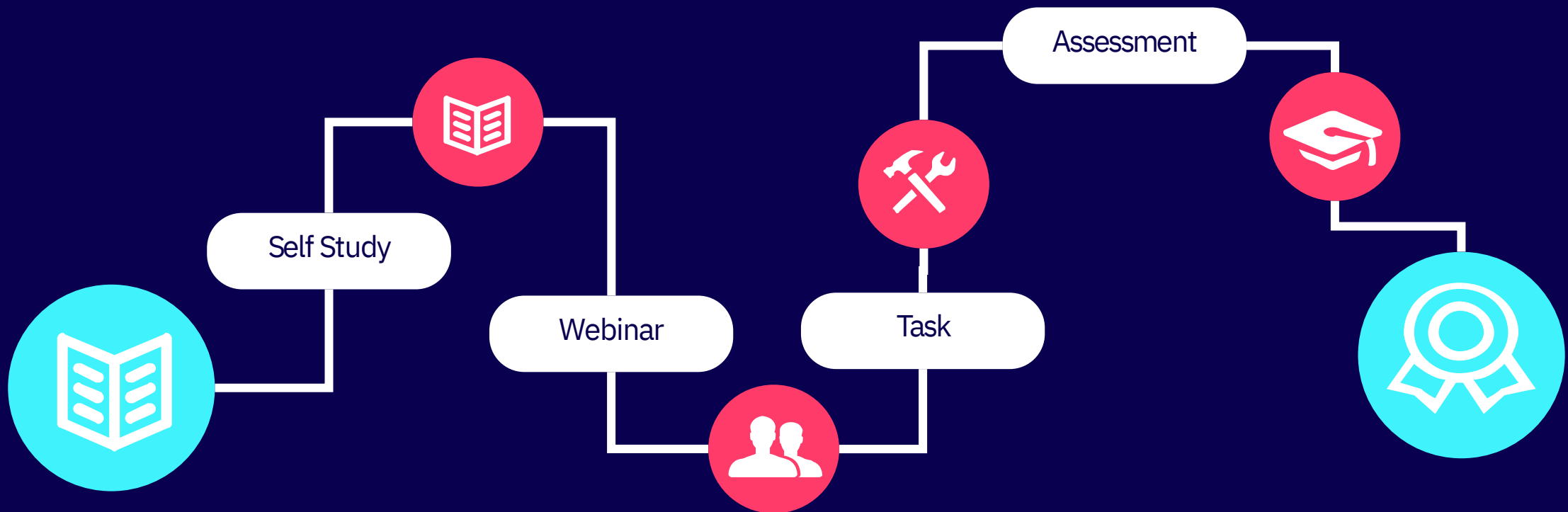
Tutored Blended Learning Approach



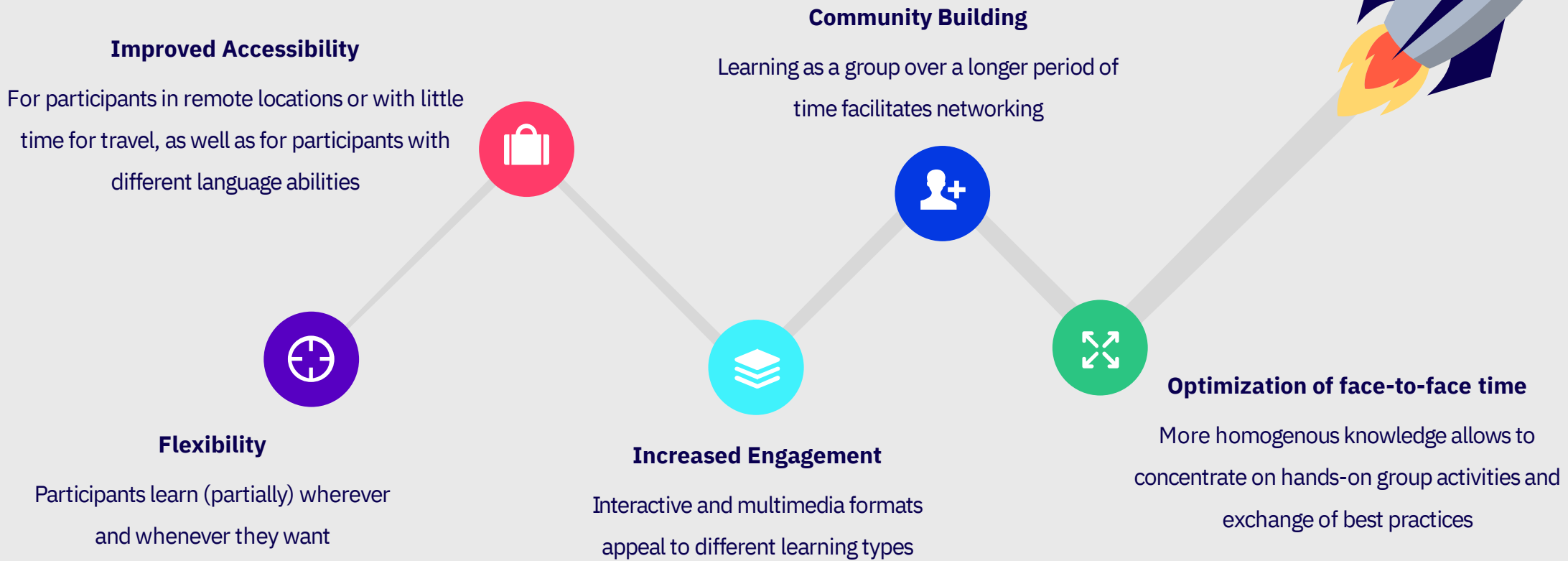
Blended Learning Pathway 1



Blended Learning Pathway 2



Why Blended Learning?



Tutor tasks



1

Compared to self-paced learning, the tutor supports the participants continuously throughout the blended learning process.

2

The tutor provides bridge activities between sessions. This enhances reliability and motivation and prevents dropouts.

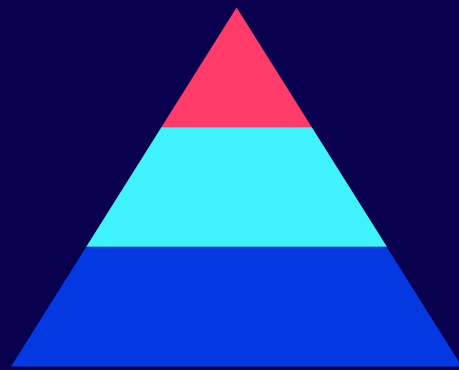
3

Group sessions focus on answering questions / reflecting and adapting content for the participant's context, social learning, co-creation and best practice exchange.

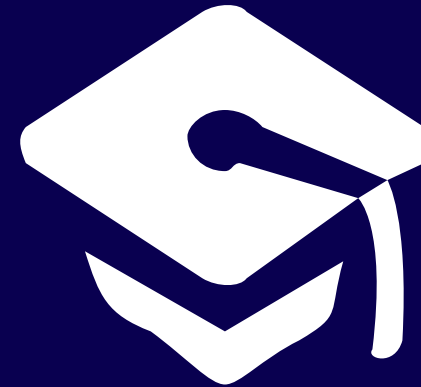
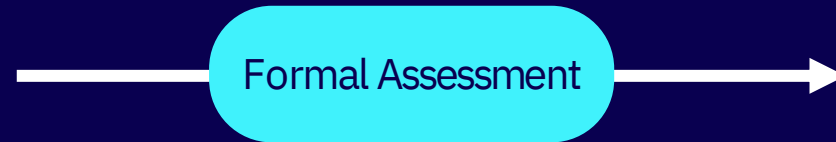
04

Compatibility with International Qualification Systems

Competency & Qualification



Competency
Framework



Qualification
Framework

Competency Framework ESCO (EU)

K

Knowledge

L

Language Skills

S

Skills and
Competences

T

Transversal Skills
and Competences

Example: Tourist Guide (ESCO 5113.1)

Occupation-specific
classification

Essential Skills and Competences

assemble visitor supplies

assist clients with special needs

build a network of suppliers in tourism

collect visitor fees

conduct educational activities

create solutions to problems

educate on sustainable tourism

engage local communities in the management of natural protected areas

ensure health and safety of visitors

escort visitors to places of interest

inform visitors at tour sites

maintain customer service

manage tourist groups

monitor visitor tours

perform clerical duties

provide visitor information

register visitors

select visitor routes

speak different languages

support local tourism

train guides

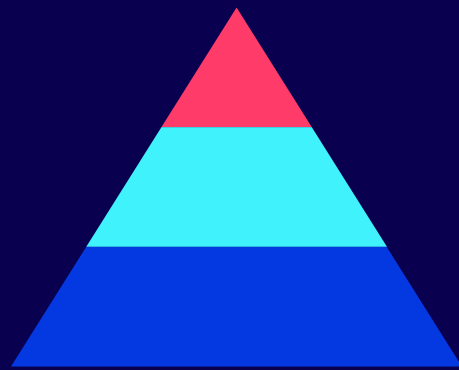
use different communication channels

Essential Knowledge

local geography

sightseeing information

Assessing Competences (EU)



Competency
Framework

Formal Assessment



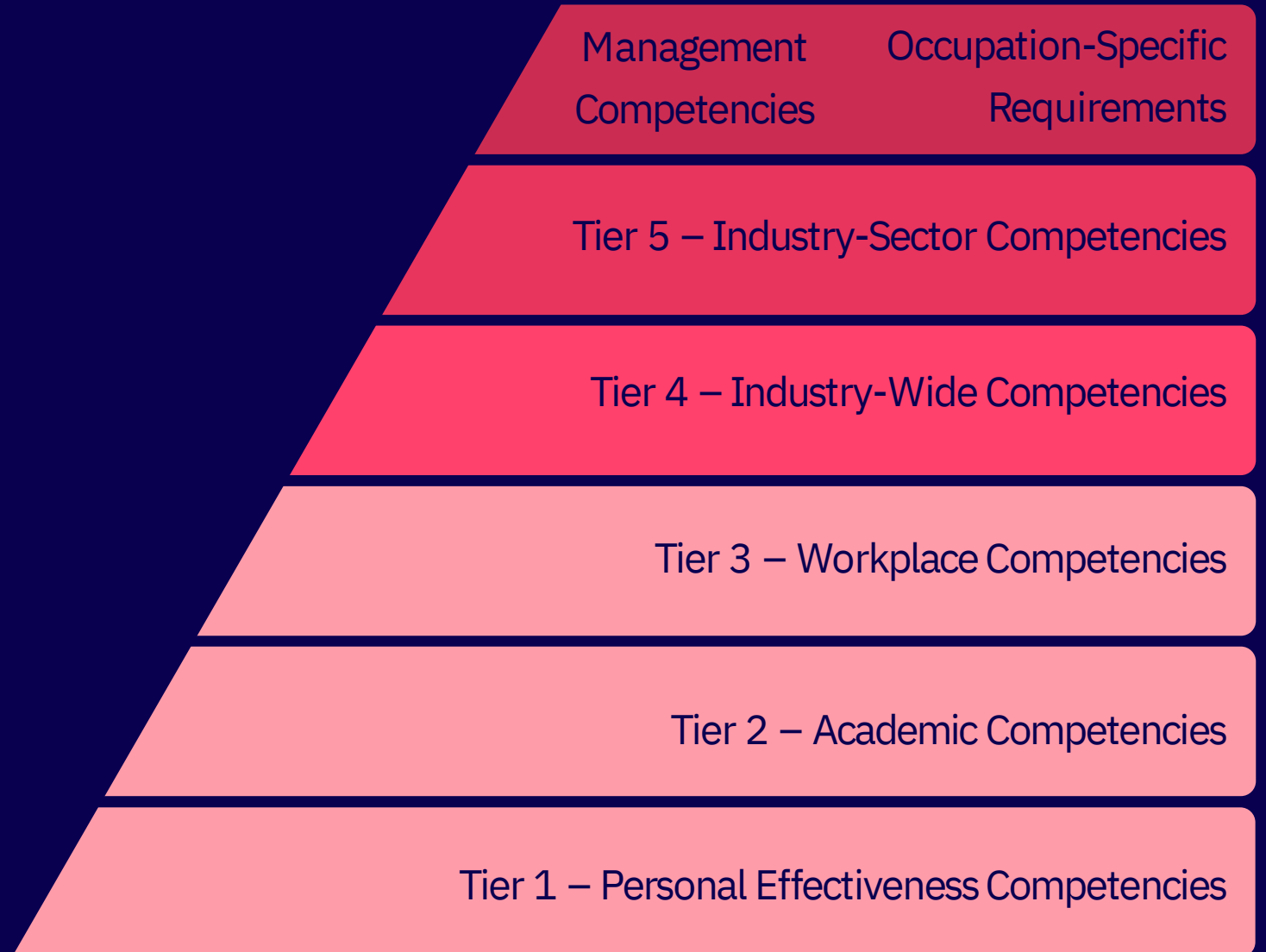
europass
European Union

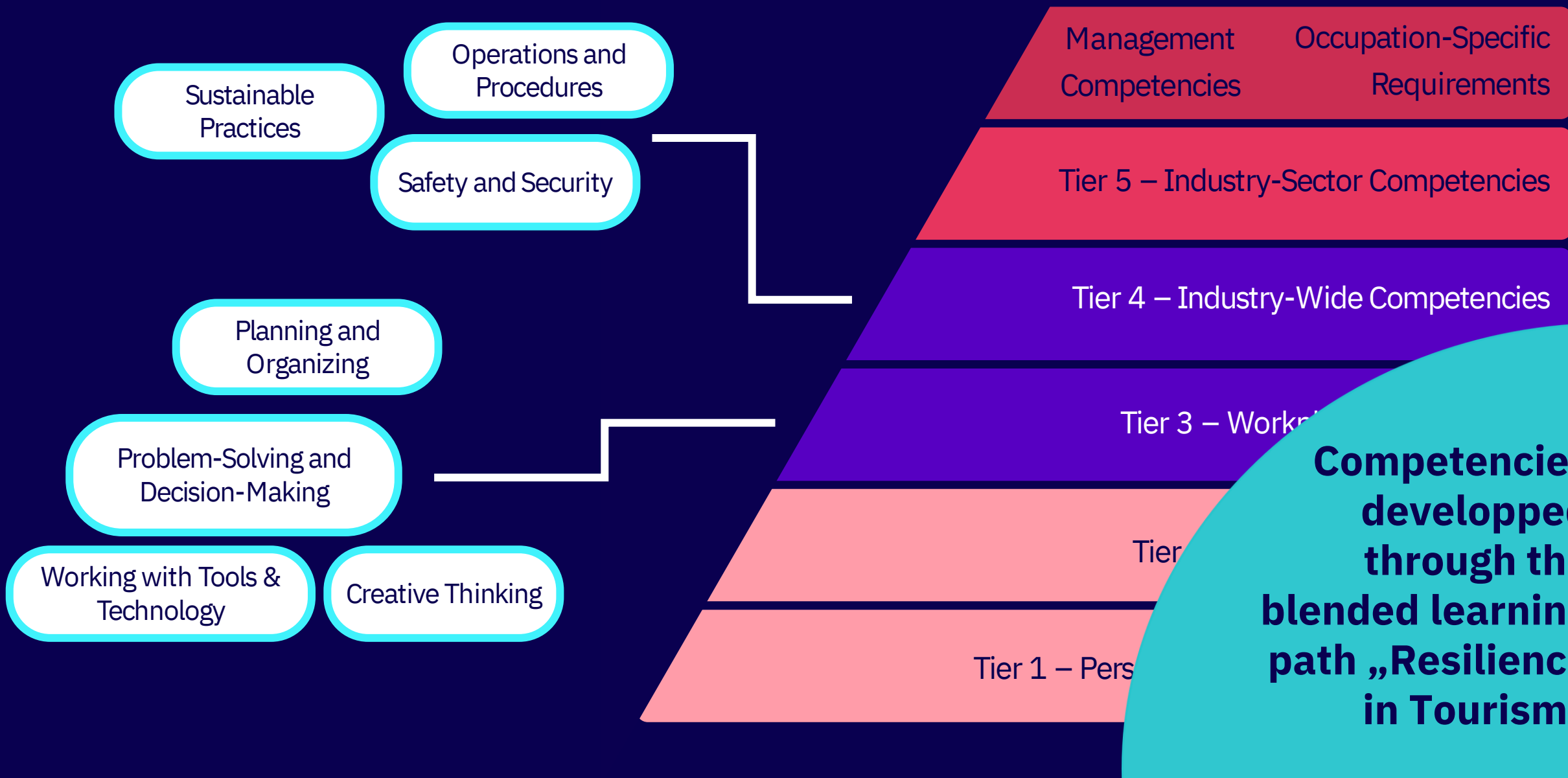
- Assess using 8 levels (EQF)
- Use badges and ePortfolio to display information

Qualification
Framework

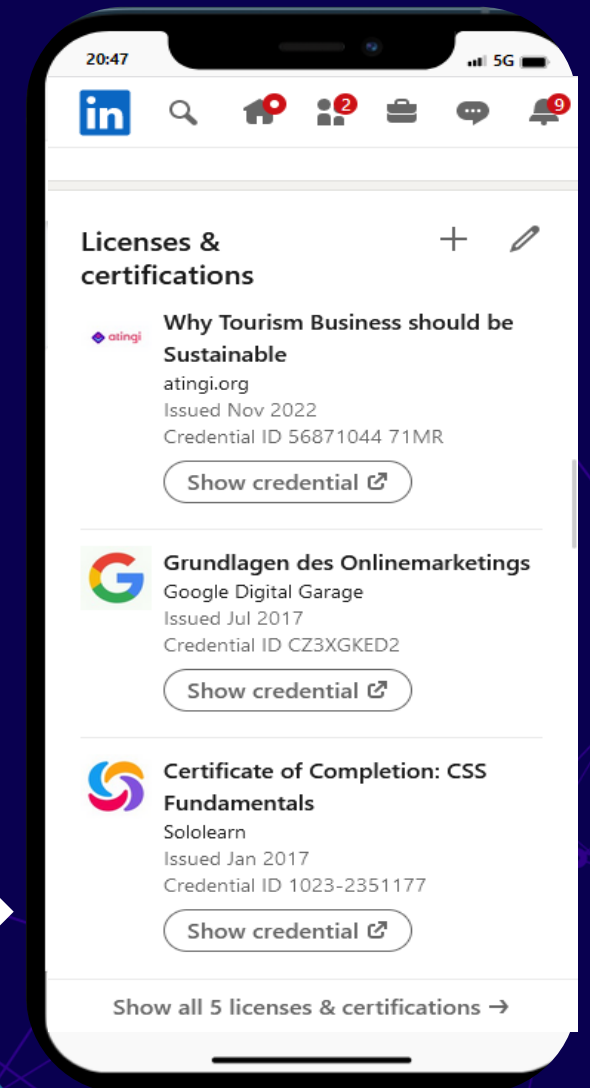
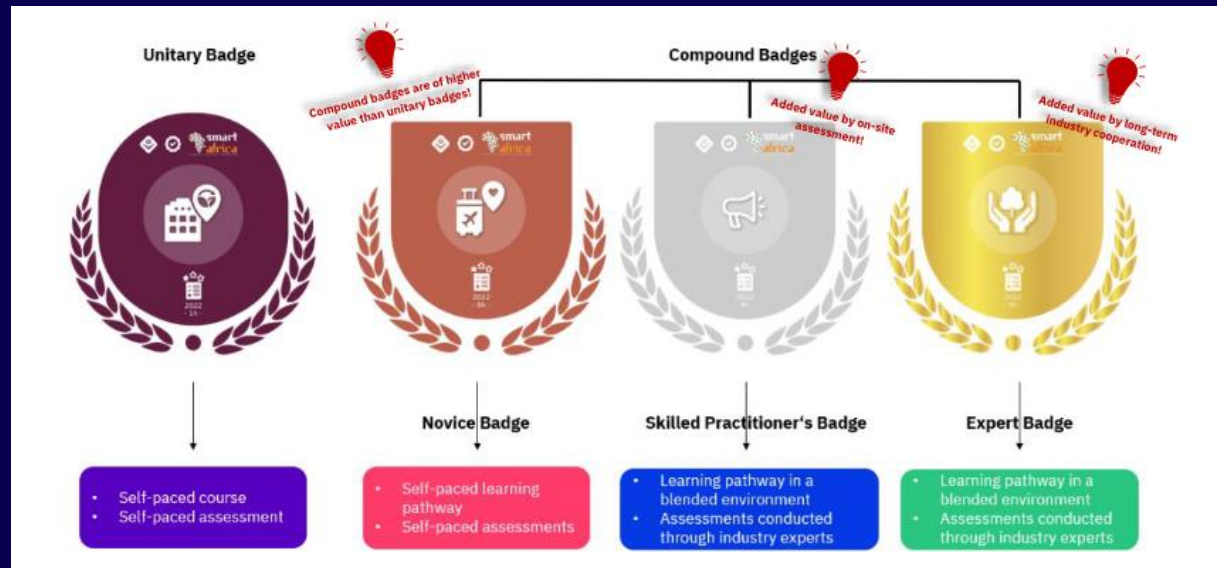
Competency Model Clearinghouse Tourism and Hospitality Model

Sponsor: U.S. Department of Labour





Display Qualifications acquired on atingi using Open Badges



05

Adapation and Localisation for CAREC

Localisation and Contextualisation

1. Production and Exchange of Photos to reflect CAREC Cultural and Visual Look & Feel
2. Translation of self-paced eLearning Courses text and animation video audio from EN into RUS.
3. EN courses with CAREC Look & Feel for non-RUS speakers
4. Reshooting of Documentary Style Videos in CAREC region
5. Additional local context through blended learning – tutors, case study etc.

06

Questions & Discussion



Contact



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