

## Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Sustainable Customer Journey	
Please assign the training course to one or more of the <a href="#">10 Tourism2030-Topcis</a> <sup>1</sup> : <b>Good governance and CSR, Destination Management, Knowledge Networking, Training, Education</b>	
COURSE FRAMEWORK DATA	
<b>Time period and dates:</b> (→ Dates/ frequency/ period of course offer)	Regularly (ongoing available)
<b>Type of training course:</b> (→ seminar, workshop, self-checks)	E-Learning
<b>Course venue:</b> (→ Online/In-situ)	Online
<b>Amount of working hours to complete the course:</b>	10 minutes
<b>Language of instruction:</b>	German
<b>Training course provider:</b>	Fairwärts (TourCert & kate e.V.) in cooperation with ServiceQualität Deutschland
COURSE CONTENT	
<b>Short course description:</b>	Sustainability can be a core element for implementing service innovations and quality, thus convincing guests of the value of an offer in the long term. The basic prerequisite is to make sustainability tangible through appropriate services. It is important to analyse all points of contact with the guests and employees - from arrival to departure.
<b>Competences and skills:</b> (→ What will be learned)	Gain of knowledge of how quality & sustainability are linked along the customer journey and how sustainability can be ensured in the tourism industry by emphasizing as well on service quality.
<b>Specific course topics:</b> (→ E.g. circular economy, plastic, food, energy, water, waste, biodiversity, green procurement, culture, etc...)	Sustainable Customer Journey
<b>Structure of course (Syllabus):</b>	The structure of the course comprises: <ul style="list-style-type: none"> <li>- Definitions (Customer Journey, Quality and Service, Service quality)</li> <li>- Demands of target groups</li> <li>- Sustainable development of the customer journey (Points of contact with customers, e.g. before,</li> </ul>

<sup>1</sup> Natural Heritage & Biodiversity, Climate Change, Energy & Resource Efficiency, Travel, Transport and Mobility, Good Governance and CSR, Marketing & Certification, Cultural Heritage, Lifestyles and Diversity, Value Chain Management & Fair Trade, Human Rights & Labor Rights, Destination Management, Knowledge Networking, Training, Education

	<p>during and after a journey)</p> <ul style="list-style-type: none"> <li>- Service quality and its relevance for tourism</li> <li>- Service quality Germany</li> </ul> <p>At the end, the acquired knowledge can be tested in a short quiz.</p>
<b>Working methods:</b>	Knowledge transfer via short online knowledge modules
<b>PARTICIPATION DETAILS</b>	
<b>Target group:</b> (→Hotels, apartment providers, camp sites, tour operators, restaurants, other)	Accommodation provider and destinations / destination manager
<b>Number of participants:</b>	-
<b>Participants prerequisite:</b>	-
<b>Technical requirements</b>	-
<b>FURTHER INFORMATION</b>	
<b>Certificate:</b>	Participant certificate on request
<b>Course fee:</b>	Free of charge
<b>Registration (modalities):</b>	Online
<b>CONTACT DETAILS TRAINING ORGANISATION</b>	
<b>Name:</b>	TourCert gGmbH & kate e.V. (fairwärts)
<b>Postal address:</b>	Blumenstr.19 70182 Stuttgart Germany
<b>Website:</b>	<a href="https://www.tourcert.org/">https://www.tourcert.org/</a> <a href="https://www.fairwaerts.de/e-learning/">https://www.fairwaerts.de/e-learning/</a>