

TRAIN TO CHANGE

CSR-Skills for Change Agents in European Tourism

Vocational training offer

CSR trainer/consultant in tourism

„CSR tourism trainer/consultant“ is a vocational training course for people working in a full-time job. The course aims at imparting profound knowledge in the field of Corporate Social Responsibility and sustainability in tourism as well as their high importance regarding product development, customer communication and consulting activities for tourism enterprises. Market-orientated knowledge and skills for advising tourism enterprises regarding the implementation of a CSR management system will be applied and implemented by the learners in their own environment.

Target groups: the vocational training course is addressed to people with strong advisory and communication skills, sensitivity, creative thinking and organizational talent. Applicants have a solid education, relevant work experience and proven experience in consulting and training. They are enthusiastic about tourism, sustainability and networking and like to work in a team and to communicate with customers.

- Future CSR trainers/consultants should have a close relation to the organization in which they wish to accompany a CSR process.

The vocational training course qualifies the CSR trainers/consultants for the following advisory and training tasks:

- *CSR management consulting:* Advising tourism enterprises on introducing and developing an integrated management system according to the standard of TourCert.
- *Training of CSR managers:* Guiding future CSR managers through the training program.
- *Group training:* Independently leading CSR seminars with small groups of about 10 persons.
- *CSR coaching:* Supporting CSR managers with their individual questions when implementing the CSR system.

Learning outcomes: Theoretical knowledge will be mainly imparted during the first online phase by a basic module and five theme modules. Application-orientated knowledge and skills will be imparted during attendance phases by seven system modules (about the CSR system). By implementing the CSR system in the organization the acquired skills will be applied practically in the own working environment.

Method and didactics: The training concept is designed modularly and corresponds with the **blended learning** approach, combining attendance, online and practical phases. The concept comprises three types of modules: basic, topic and system modules. E-learning phases will be performed at the learning platform of KATE Academy and can be organized individually. Learners use the acquired knowledge and skills by applying elements of the CSR system in their organization. KATE supports the learners during these practical application processes.

1) E-Learning:

Module (phased training):

Level I: CSR Basic

CSR Basic deals with the fundamentals of Corporate Social Responsibility and its relevance to tourism as well as with criteria of a sustainable tourism. Sustainable travel offers, tour operators, hotels and destinations serve as an example. These **product trainings** enable the participants to recognize and to sell sustainable products or product components – a unique selling proposition in order to meet the growing demand for ecologically and socially fair travel offers. The training also illustrates the concrete possibilities for tourism enterprise of how to distinguish themselves as sustainable and responsible organizations. CSR offers great **potential** such as cost savings, optimizing customer information or increasing employee satisfaction.

Completion of the course: After having successfully completed an online test the participants receive a confirmation of their participation in the CSR Basic training.

Scope: E-learning with 4 learning modules with a total of 2.5 hours learning time.

Level II: CSR topics

Topic modules provide a deeper insight into the acquired knowledge of level I. Climate protection, biodiversity, poverty alleviation are being dealt with in the context of tourism as well as in a global perspective. Concepts such as carbon footprint and climate balance and possibilities like **climate compensation** are presented. The significance of **human rights** and **fair working practices** for tourism enterprises are important topics and concrete fields of actions will be identified.

Completion of the course: After having successfully completed an online test the participants receive a confirmation of their participation in the CSR topics training.

Scope: E-learning with 5 modules of 1.0 hour learning time each.

CSR level III: CSR system

After having successfully completed level I and II the training course focuses towards sustainability and social responsibility of the **entire enterprise**. A combination of e-learning, attendance and on-the-job-learning (**blended learning**) imparts the necessary skills to initiate and implement a **CSR process in an enterprise**. In the course of a CSR process enterprises develop a distinctive **mission statement** which leads the whole **corporate culture** towards CSR. Based on **sustainability indicators** the enterprise can develop specific **improvement strategies** by which the enterprise is able to successfully positioning itself as a responsible organization.

Completion of the course: After having successfully completed an online test the participants receive a certificate as CSR trainer/consultant

Scope: CSR system with 7 modules with a learning time of about 4 hours.

2) Attendance phases:

2 workshops of 3 days each

Workshop 1:

The first workshop deals with the CSR system in detail and with indicators to measure the social, ecological and economic performance of the enterprise (accommodations, tour operators, travel agencies). By developing a stakeholder map the enterprise can identify its most important interest groups. Participants will learn how to develop a stakeholder map, how to elaborate a mission statement how to indicate the satisfaction of customers and how to use the eco-mapping approach to collect environmental data.

The workshop comprises technical and methodical-didactical elements.

Workshop 2:

In the course of the second workshop future CSR trainers/consultants will learn methods of strategy development, comprising the analysis and prioritization of different areas and fields of action and the preparation of an improvement program. A portfolio analysis helps to identify potentials for change and sustainability impacts. Furthermore CSR reporting and various CSR strategies will be discussed.

At the end of the consulting service the enterprise will perform an internal audit with appropriate instruments which will be presented and trained in the workshop.

3) On the job-training (practice)

The vocational training is focused on practical application. By introducing and implementing the CSR system in the enterprise the acquired skills can be applied practically within the own professional environment. Consequently the future trainers/consultants are able to better understand other enterprises when advising them on implementing CSR.

After the first and second workshop various data will be collected independently by the learners in their own enterprise and at the end they will compile a CSR report.

4) Remote coaching

During the whole training course until the completion of the report the learners will be coached by KATE. Between the first and second workshop there will be webinars (1-2 hours), individual questions can be dealt with by personal remote coaching.

Graphic representation of the training course

