



Cultural Awareness & Social Skills Key competences

Sustainability of the CS Tour Project ...

Communication and visibility efforts of the CS.Tour project occurred throughout the life cycle of the action and were timely, while they were used to announce and accompany key milestones. The **“quality of the project’s design”** is the first **sustainability** factor from a time logic point of view. The CS.Tour project was designed to meet specific needs and constraints of Tourism and Hospitality sector in all partner countries. Projects that match the real needs of actors and the targeted market are more likely to be sustainable.

Therefore, CS.Tour scientific innovations in terms of **content, tools and final products** are a powerful driving force for the sustainability of the project. Its nature is **innovative** enough to remain attractive in the future; therefore we strongly believe that it will continue to run after the end of the financial support. The partnership paid attention to **publicizing** the project in order to enhance added value for the targeted audience: e.g. brochures, multiplier events and final conference and general dissemination activities.

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Sustainability of the CS Tour Project ...

The **dissemination activities** surely assure the sustainability of the projects results and engage their multiplier and mainstreaming at EU level:

- The creation of an **online website** is one of the project's main activities, becoming a working tool for upcoming years once the project finishes. All the materials produced within the project will be available on the website. CS.Tour partners already discuss on how to maintain the webpage , without generating important costs.
- **Networking activities** are a crucial element to ensure the sustainability in the long-term. In this sense, the different links that the project partners have with different **relevant stakeholders and complementary projects** will help to assure the continuation of activities and to explore the possibility of further cross-border collaborations.
- The **participation and presentation of results** in relevant **events** has contributed to the sustainability of the project beyond its lifetime, generating a great multiplier effect not only within the participating countries, but also throughout Europe through the presentation of the project and the dissemination of results. Moreover, the **Multiplier Events** aimed at achieving maximum coverage and impact at local -regional level by presenting and sharing the intellectual outputs realised within the project, as well as the involvement of relevant stakeholders for the adoption of tools and measures, and consequently, their mainstreaming and sustainability.
- The **local networks** that has been created will continue to exist, while the **e-platform for the Social and Civic Competences and the Cultural Awareness and Expression** have to be considered like long term results, which could be a relevant starting point for **career counseling** and therefore an opportunity for future attention to the issues of CS.Tour and their **access to education or labour market**.
- Last but not least, the **commitment of the CS.Tour partners** assures the sustainability of the project, since they see the project as a start of **future collaboration**. To that end all partners is going to follow pro-active strategy to find additional financial and institutional support to develop continuing actions in the future.



Sustainability of the CS Tour Project ...

Several activities will be maintained and implemented by the partners after the end of the project in order to ensure its sustainability. Specific future plans among the partnership are presented below:

It is intended to incorporate the terminology "Cultural Awareness and Social Skills" in Tourism Strategy and in relevant Action Plans. Efforts will be made towards the tourism trade, not just regionally but nationally through the Tourism Organisations as well as the Hoteliers and Travel Agents Associations. Furthermore, the enterprises will be encouraged to train their staff on this subject accordingly.

The product is sustainable because in the different actions developed (pilots, events) it is a felt need in the sector, and all the agents involved are interested in covering the existing gap.

At the same time, the possibilities of adapting the products to the specific reality of the different participating countries is high.

For this reason, efforts will be implemented to introduce the curriculum and pedagogical materials developed in the training that is currently taught in Tourism Schools.

Furthermore, awareness campaigns of the Sector will be continued on the need to improve these key competences, through participation in different forums and the organization of events focused on the improvement of image and training in the tourism sector.

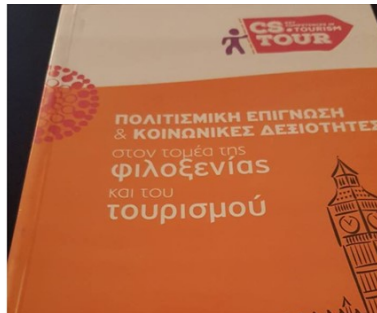
It is intended to follow up from CS Tour by developing a report in 2018 based on current attitudes in the countries Hospitality Sector towards Cultural Awareness and Social Skills, based on the original questions asked in previous years. This will be a comparative study to see how attitudes have shifted (if at all) from the vote. From this report which will be sent to Hospitality & Tourism employers, training programmes & seminars with employers will be developed to ensure that Cultural Awareness and Social Skills requirements are met.

The training program will be submitted to the Human Resource Development Authority for subsidization. It is intended to deliver the training program and the certification for the tourism sector.



CS.Tour: Trainees Syllabus on KC6 - Social and Civic competences and KC8- Cultural Awareness and Expression

Intellectual output 4 is an educational material for the development of professionals in the tourism and hospitality industry as well as those interested in working in the industry in the social and civic competences as well as the cultural awareness and expression. Development of these competences will enable the above target groups to work effectively in the tourism environment which is characterized with intensive **cultural diversity**.



The above mentioned syllabus for trainees has only been developed in the Greek language in the framework of the project and it provides the opportunity to those who want to be **trained and certified** in the **Social and Civic Competences** and **Cultural Awareness**. The syllabus consists of 5 chapters:

- **Culture in Intercultural Communication,**
- **Emotional Intelligence in Intercultural Environments,**
- **Culture and Cultural Awareness**
- **Cultural Diversity and**
- **Digitization and Tourism.**



KC6: Social Competence

The core skills of **SOCIAL COMPETENCE** include the ability to communicate constructively in different environments, to show tolerance, express and understand different viewpoints, to negotiate with the ability to create confidence, and to feel empathy.

KC8: Cultural Awareness & Expression

The foundation of communication! It involves the ability of standing back from ourselves and becoming aware of our cultural values, beliefs and perceptions.

Personal, interpersonal and intercultural competence cover all forms of behaviour that equip individuals to participate in an effective and constructive way in social and working life.

Main Outputs

1. **Training Needs Analysis** for **KCs 6 & 8** in the Tourism Sector
2. **For developing Key Competencies related to ERF KCs 6 & 8:**
 - **Modular Training curriculum**
 - **Methodological Guide and Trainers Toolkit for KCs 6 & 8**
 - **Trainees Syllabus for KCs 6 & 8**
 - **E-platform with learning material and resources**
3. **Accreditation Scheme for Certifying Cultural Awareness & Social Skills in Tourism according to EQF level 4-5.**

CS.Tour disseminated in EUROPE

Greece (*DIMITRA*)

1) Final conference in Volos, Greece (18 April 2018)

The final CS.Tour Conference was a huge success. More than 150 participants gathered in order to listen to the experts highlighting the potentials of tourism industry in all its forms, by presenting tools, methods and good practices of the Greek tourism industry, as this was the aim and focus of the CS.Tour final conference. In addition, the participants, which were business owners and industry professionals, were motivated to exploit new technological and promotional tools and training programs.

Particular importance was given to the role of Human Resources in Tourism development, and specifically to the need of providing extra training on social skills and cultural awareness of people working in tourism industries.

At the end of the conference all the participants received the CS.Tour Trainees Syllabus, a book which is addressed to the development of the Social Skills and cultural Awareness of people working in tourism industries or considering a career in the Tourism and Hospitality sector, as well as a certificate of attendance to the conference



Other Events

Spain (FPME)

Multiplier event in University School of Tourism “Altamira”, Spain (13 February 2018)

The event was composed of different entities, public and private, to present the results achieved, as well as to celebrate two discussion panels of the tourist image and tourism training. The call had an excellent response from the population and generated many attractive spaces of dialogue.



Sweden (FU)

Multiplier event in Uppsala, Sweden (1 March 2018)

During the event, Folkuniversitetet presented the project, its objectives, its activities and the main intellectual outputs of the project. Regarding the national reports on barriers and needs for the tourism sector, Folkuniversitetet presented both national findings and the transnational part during the event. The event was followed by filling in evaluation questionnaires.



Cyprus (Larnaka Tourism Board)

Multiplier event in Larnaka, Cyprus (21 March 2018)

The event combined speeches from three experts in the tourism industry of Cyprus and an address by the LTB Chairman, in order to attract more interest. In particular, speeches were related to employment issues that the tourism and hotel industry are facing such as: “Current challenges with regards to employment in the hotel sector in Cyprus”, “The importance of continuous training in the tourism industry – Available programmes”, “Principles of the genuine Cypriot Hospitality and their effect on service quality” and “CS Tour Programme - Cultural Awareness & Social Skills in the Tourism and Hospitality sector”.



UK (Learn Train Recruit)

Multiplier event in London, UK (28 March 2018)

The Event took the form of a Powerpoint presentation and activities delivered by Tim Andrews, Managing Director of Learn Train Recruit, with the activities facilitated by Donna Pollard from Rinova Ltd. The presentation outlined the work done over the 32 months on the project and highlighted some of the key outcomes. The activities were group participation exercises taken from the Introduction Module, and Modules A, C & D so that the participants could have a “taster” of the course. Once the presentation and exercises were completed, Tim Andrews then spoke about the sustainability of CS Tour and of any future plans for the pilot. A Q&A was run for about 15 minutes afterwards, where participants said they had been actively engaged and are very interested in the pilot.



CS.Tour Partnership

Nine (9) partner organizations from 5 different EU countries (Greece, Spain, UK, Sweden & Cyprus), all involved in Human Resources development and support services to tourism and hospitality sector, have joined forces through the CS.Tour project consortium in order to research, identify and analyze needs and barriers of stakeholders involved in the tourism and hospitality sector in relation to KCs 6 and 8.

The structure and the geographical distribution of the consortium ensured the proper implementation of the entire project's stages and outputs as well as the more intensive and widespread sustainability of the project's results and products. As this is the last newsletter of the current project, the consortium wishes to thank all participants for the support during the development and implementation of CS.Tour

www.cstour.eu



CS.Tour Partnership:

1. DIMITRA Educational Organisation - GR
2. ACTA - GR
3. DOCUMENTA - ES
4. PCT de Noja - ES
5. RINOVA - UK
6. Learn Train Recruit - UK
7. Folkuniversitetet Uppsala - SE
8. M.M.C Management Center - CY
9. Larnaka Tourism Board - CY

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