

**CULTURAL
AWARENESS &
SOCIAL SKILLS
KEY COMPETENCES**

IN...



TOURISM



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THE CHALLENGE

- › Tourism and hospitality bring people into contact with one another – and dialogue between us is all the richer thanks to our different cultures and social backgrounds.
- › BUT it can be a challenge to be aware of the importance of cultural dynamics as we aren't always conscious of them.
- › Managing the complexities of cultural diversity can be a life-long learning mission – one that is always relevant to community and the world of work both at home and international level.



AT A GLANCE

TITLE	Cultural Awareness & Social Skills Key Competences in Tourism
DURATION	32 months
CONSORTIUM	9 partners from 5 European countries
PROJECT COORDINATOR	DIMITRA Educational Organisation, Greece
PROJECT WEBSITE	www.cstour.eu
KEY WORDS	Tourism, Key Competences (KCs), Social Skills, Cultural Awareness, European Reference Framework (ERF)

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THE SOLUTION

By bringing together Vocational Education and Training with stakeholders from the tourism & hospitality sector, CS.Tour project will identify the knowledge, skills and attitudes needed for improving **Social Competence** and **Cultural awareness** in this area.

The **CS.Tour Certification** aims to improve **Social and Cultural Awareness** Key Competences especially for those intending to enter a career in the **tourism & hospitality sector**.



CULTURAL AWARENESS & SOCIAL SKILLS ARE ESSENTIAL IN THE TOURISM AND HOSPITALITY SECTOR

Appropriate behaviour in one culture can often be seen as inappropriate in another.

WHAT IS WHAT IN CS.TOUR?

CULTURAL AWARENESS is the foundation of communication. It involves the ability to stand back from ourselves and become aware of our cultural values, beliefs and perceptions. Personal, inter-personal and inter-cultural competence covers those behaviours that equip individuals to participate effectively and constructively in social and working life. Cultural awareness is vital when we have to interact with people from other cultures, since people see, interpret and evaluate things in a different way.

On the other hand, **SOCIAL SKILLS** are those abilities that we need to have to be effective in our surroundings and include co-operating with other people, interacting with them and building effective relationships.

Social skills 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.

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THE AIM

The aim of the CS.Tour project is to develop innovative methods and to provide real opportunities for those already working in or considering a career in the Tourism & Hospitality Industry, to **Learn and Certify Social Competence and Cultural awareness** in relation to the following two European Reference Framework (ERF)* Key Competences (KC):

KC No 6: Social & Civic Competence,

KC No 8: Cultural Awareness & Expression

* What is the ERF?

The European Parliament and the Council of 18.12.2006 recommended a European Framework for Key Competences for Lifelong Learning. This European Reference Framework (ERF) identifies and defines for the first time the 8 Key Competences (KC) that citizens require for their personal fulfilment, active citizenship and employability and need to be instilled at all stages of education and training.

CS.TOUR CONSORTIUM

The CS.Tour consortium includes
nine partners from five different
European countries:



WHERE TO FIND US?



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HOW?

How CS.Tour consortium will develop, for the **Cultural Awareness & Social Key Competences in Tourism & Hospitality**, the following:

1. A **Training Needs Analysis** for identifying barriers and requirements in the Tourism & Hospitality Sector
2. A **Modular Training curriculum including a:**
 - › Methodological Guide and Toolkit for trainers
 - › Trainees Syllabus
 - › Open e-platform with learning resources
3. An accredited Level 4-5 qualification for **Cultural Awareness & Social Skills in Tourism (European Qualifications Framework)**.

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Connect with us and try our **online pre-assessment test** for social and cultural awareness skills



IS IT FOR ME?

Are you a **TRAINER**?

CS.Tour offers “Training of Trainers” workshops, a methodological guide and training tools that will support you in providing successful training in this area.

Are you a **TRAINEE**?

The project offers the opportunity to participate in the CS.Tour training course and certify your Cultural Awareness & Social Skills in Tourism!



Visit **CS.Tour** web-site, access the e-platform with learning resources and take the online pre-assessment test!



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**TRAINED AND
CERTIFIED
FOR TOURISM**