



GreenComp4Hosts

Brochure



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@GREENCOMP4HOSTS

Welcome to GreenComp4Hosts!

GreenComp4Hosts – Integration of GreenComp into VET tourism curricula to empower tourism SMEs on their transition pathway towards digital and sustainable tourism

Tourism is one of the major industries in the EU and so, one of the most important sectors to be aligned with the European Green Deal and the overarching aim of making Europe climate neutral in 2050. Its importance is highlighted in the recently published EC report "Transition Pathway for Tourism" (2022). Tourism in 2019 generated 9.5% of total EU GDP and provided 22.6 million jobs. Interestingly, out of 3.2 the million tourism businesses, 99.8% were SMEs. Evidently, tourism was among the most severely affected industries by COVID-19 with a drop of 70% in revenues in 2020.

After the pandemic, tourism SMEs, which are key players in the sector, need to be strengthened and provided with the necessary tools and knowledge to increase their resilience and accelerate their transition towards a more digital and sustainable tourism. Two main elements to achieve these goals are:

1. The digitalization of tourism services
2. The adoption of more sustainable practices

To accomplish these objectives, it is essential to invest in the education and training of sector professionals, as guided by the EU Pact for Skills in the Tourism Sector (2021) and its indicators, which include:

a) Increase the up/reskilling activities and participation by 40% for the employed workforce, and by 80% for unemployed and

b) Increase of blended training concepts with a focus on digital and green skills), the project aims to develop and implement a blended-learning training on green skills for current and future hotel SMEs professionals.

The GreenComp framework (JCR, 2022) defines crucial green and sustainability-related skills essential for professionals and students in tourism SMEs. We propose a tailored, blended-learning program integrating insights from "EU Part for Skills in Tourism" (2021) and "Transition Pathway for Tourism" (2022), benchmarked against the GreenComp Framework. Our initiative aims to empower tourism professionals with the necessary skills to excel sustainably in a dynamic market. By focusing on environmental and social aspects alongside economic profitability, we support the sector in meeting evolving demands for sustainable tourism experiences and operational efficiency.



Objectives

(01)
Empower tourism SMEs on their transition pathway towards digital and sustainable tourism.

(02)
Provide valuable tools and materials to VET providers

(03)
Develop tailored, flexible green skills programmes

(04)
Provide support to tourism professionals and students

(05)
Raise awareness on GreenComp for sustainable tourism

Targets

- Current and future hotel SMEs' professionals
- VET trainers and educators
- Relevant stakeholders and actors: VET institutions, HE institutions, youth organisations, tourism associations, consulting companies, public authorities and policy makers
- The wider public and media in the partner countries and across the EU

Results

- A tailored pedagogical framework for integrating GreenComp
- A toolkit of case studies and good practices
- A MOOC on sustainability skills for hotel professionals and tourism students
- Five national workshops to 100 tourism professionals and students
- A mentoring scheme for professionals
- Two sets of recommendations: one for VET providers on integrating GreenComp and one for tourism professionals

Consortium:

