


















# Competence matrix

This matrix summarizes the main competences and learning objectives of training modules and courses in the wide-ranging tourism field.

GENERIC COMPETENCES	RESOURCE NAME	LEARNING OBJECTIVES	LEARNING RESOURCE TYPE	EDUCATIONAL USE	LINK	LICENCE
Cultural sustainability	<b>Principles for responsible tourism</b>	Better conceptual understanding of ethical tourism	Presentation	Course material	<a href="https://shapingethicaltourism.meitademo.fi/open-access-learning-material-for-smes-2/">https://shapingethicaltourism.meitademo.fi/open-access-learning-material-for-smes-2/</a>	
Cultural sustainability	<b>Cultural sensitivity in Arctic Tourism</b>	Culturally sensitive tourism	Multiple resources	Course	<a href="https://blogi.eoppimispalvelut.fi/culturaltourismcourses/">https://blogi.eoppimispalvelut.fi/culturaltourismcourses/</a>	
	<b>Introduction to the course</b>	Overview of the course		Module		
	<b>Introduction to cultural sensitivity</b>	To recognize special features of culturally sensitive tourism, to apply the idea of cultural sensitivity, to utilize tourism guidelines, to understand the history of tourism development		Module		
	<b>Cultural sensitivity in the Arctic</b>	To describe cultural sensitivity in the Arctic, to identify differences and similarities in tourism-related issues in the Arctic		Module		
	<b>Business innovations and cultural sensitivity in tourism companies</b>	To identify and describe the best practises of cultural sensitivity in product development and business innovation, to utilize these tools/skills/techniques		Module		
	<b>Digitalization, responsible marketing and cultural sensitivity in tourism companies</b>	To identify how to use online solutions in culturally sensitive tourism and describe their best practises; To recognise the importance/meaning of digitalisation in storytelling and apply digital solutions in culturally sensitive storytelling in your own tourism-related work and/or your everyday life; To understand the idea of responsible marketing and apply it to your own tourism-related work and/or your everyday life		Module		
Research on culturally sensitive tourism	<b>Research on culturally sensitive tourism in the Arctic</b>	Better conceptual understanding of culturally sensitive tourism, to recognize, describe and reflect on challenges and possibilities of cultural sensitivity in tourism	Multiple resources	Course	<a href="https://blogi.eoppimispalvelut.fi/culturaltourismcourses/">https://blogi.eoppimispalvelut.fi/culturaltourismcourses/</a>	
	<b>Introduction to the course</b>	Overview of the course		Module		
	<b>Conceptual framework of cultural sensitivity in tourism</b>	Have an overview of previous research on cultural sensitivity in tourism settings; be able to recognise and describe the difference between culturally insensitive and sensitive orientations		Module		

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	<b>Legacies of ethnocentrism in Arctic tourism</b>	To recognise and describe the difference between culturally insensitive and sensitive orientations; to provide practical examples of culturally insensitive tourism practices; to use the conceptual framework for analysing discussions and practices within Arctic		Module		
	<b>Culturally sensitive orientation in Arctic tourism</b>	To describe the difference between culturally insensitive and sensitive orientations; provide practical examples of ethnocentric, culturally sensitive tourism practices; use the conceptual framework for analysing discussions and practices within Arctic tourism and beyond		Module		
	<b>Ongoing discussions on cultural sensitivity in tourism</b>	To have a good overview of ongoing research on cultural sensitivity in Arctic tourism; gain ideas for further research and practical development		Module		
Productization, entrepreneurial skills	<b>Service Design</b>	Better conceptual understanding of service design	Text	Self-studying material	<a href="https://shapingethicaltourism.eu/service-design-connected-to-tourism-industry/">https://shapingethicaltourism.eu/service-design-connected-to-tourism-industry/</a>	
Productization, entrepreneurial skills	<b>Customer Journey</b>	Better conceptual understanding of customer journey	Text	Self-studying material	<a href="https://shapingethicaltourism.eu/service-design-connected-to-tourism-industry/">https://shapingethicaltourism.eu/service-design-connected-to-tourism-industry/</a>	
Entrepreneurial digital marketing skills	<b>The Future Adventure Traveller</b>	Understanding up and coming consumer segments	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/m1/">https://www.adventuretourism.eu/m1/</a>	
Entrepreneurial digital marketing skills	<b>Future Trends in Technology &amp; Travel</b>	Understanding new technology trends in marketing	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/m2/">https://www.adventuretourism.eu/m2/</a>	
Entrepreneurial digital marketing skills	<b>Digital Marketing Campaigns</b>	How to create a digital marketing campaign	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/m3/">https://www.adventuretourism.eu/m3/</a>	
Entrepreneurial digital marketing skills	<b>Customer First Marketing</b>	How to undertake customer-focussed marketing	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/m4/">https://www.adventuretourism.eu/m4/</a>	
Entrepreneurial digital marketing skills	<b>Adventure Tourism Website</b>	How to create an eye-catching and effective web site	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/m5/">https://www.adventuretourism.eu/m5/</a>	
Entrepreneurial digital marketing skills	<b>Digital Social Media Marketing</b>	How to effectively use social media for marketing	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/m6/">https://www.adventuretourism.eu/m6/</a>	
Entrepreneurial digital marketing skills	<b>Travel Apps, AR, VR, MR</b>	How to use new technologies for immersive marketing part one	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/m7/">https://www.adventuretourism.eu/m7/</a>	
Entrepreneurial digital marketing skills	<b>Immersive Digital Technologies</b>	How to use new technologies for immersive marketing part two	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/m8/">https://www.adventuretourism.eu/m8/</a>	

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Entrepreneurial business skills	<b>Plan your Adventure Initiative</b>	How to create an initiative to fill a market gap	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/c2m1/">https://www.adventuretourism.eu/c2m1/</a>	
Entrepreneurial business skills	<b>Organise and Implement your Responsible Initiative</b>	How to organise and implement a new business	Presentation	Self-studying material	<a href="https://www.adventuretourism.eu/c2m2/">https://www.adventuretourism.eu/c2m2/</a>	
Entrepreneurial digital marketing skills	<b>Storytelling with Smartphones</b>	How to use smartphones in digital marketing	Presentation	Self-studying material	<a href="https://adventureedu.eu/en/news/37">https://adventureedu.eu/en/news/37</a>	
Adventure therapy	<b>Therapeutic Outdoor Activity</b>	Adventure Therapy: Exploration, Approaches and Application	Presentation	Self-studying material	<a href="https://adventureedu.eu/en/news/21">https://adventureedu.eu/en/news/21</a>	
Entrepreneurial digital marketing skills in the wellbeing tourism sector	<b>Flexible online learning course on wellbeing tourism</b>	The experience economy; developing experiences; customer journey mapping; setting up a business; branding; digital marketing	Tool	Self-studying material	<a href="https://detourproject.eu/lms-en/">https://detourproject.eu/lms-en/</a>	