

NEWS

Qualify for an EU Approved Qualification at Your Own Pace

A total of 46 Students coming from Catalonia; England; Estonia; Italy; Malta; Scotland and Turkey have successfully completed the fifth module – Entrepreneurship and Innovation as part of “**VocMat**” a new concept for on line or e learning for those involved directly or indirectly in the tourism industry.

The module is one of five core modules currently making up the VocMat curriculum, which include: Strategic Management for Tourism; Tourism Marketing Management; Human Resource Management in Tourism; Operations Management in Tourism and Entrepreneurship and Innovation for Tourism.

Each module is set at postgraduate level, appropriate for its target audience of senior and middle level managers, and attracts credit points from the university which delivers it, as well as the equivalent European Credit Transfer Scheme points.

The VocMat delivery model of online learning, supported by tutors, international chatrooms and national forums and with the ability to download and print the materials for offline use, meets the needs of tourism managers.

Entrepreneurship and Innovation for Tourism.

The aims of this fifth module are: To enable the participant to identify objectives that can be worked on under different scenarios, detect, generate and implement innovations and obtain these elements with a “multi-country” approach.

One of the general objectives of this module is to promote the exchange of knowledge among course participants. VocMat partners believe it is important for hotel managers and destination promoters, for example, from a participating country to understand and critically assess (in a positive sense) initiatives from other countries. This helps in identifying and implementing better practices in different countries, as well as creating enduring relationships that contribute to this “multi-country benchmarking” approach.

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Ends

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