

Tourism Training all over Europe

The **EU-EQT Competence Network** offers trainings and training material for:

- Travel Agencies
- Tour Operator
- Hotels
- Small Lodging Companies (e.g.: B&B)

The **EU-EQT Competence Network** provides:

- Customized trainings all over Europe
- Training Material in 7 Languages
- Highly experienced Training Experts
- Development of customized Training Material
- Consulting for Regional Tourism Development

EU-EQT

European Supplementary Qualification
in Tourism Management

Tourism Training all over Europe



Education and Culture

Leonardo da Vinci
Pilot projects



This project has been carried out with the support of the European Community. The content of this project does not necessarily reflect the position of the European Community, nor does it involve any responsibility on the part of the European Community.



The **EU-EQT Competence Network** represents a pool of 7 training organisations from 7 countries. This Network is the continuation of a cooperation in the former Leonardo da Vinci pilot project

"EU-EQT - European Supplementary Qualification in Tourism Management".

The **EU-EQT Competence Network** developed a high flexible modular system of training in tourism. The training program's modular design allows to easily tailor the material to suit individual needs and target audiences.

Contact

**Deutsche Angestellten-Akademie
DAA Mittelhessen**

Ernst-Giller-Str. 20
35039 Marburg
Germany

Phone 0049 (0) 6421 6098-0
Fax 0049 (0) 6421 6098-99
E-Mail info@eu-eqt.de
Internet <http://www.eu-eqt.de>

Contact Persons

Dr. Klaus-Jürgen Rupp
Florian Hans



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DAA Mittelhessen - Dr. Klaus-Jürgen Rupp / Florian Hans - Ernst-Giller-Str. 20 - 35039 Marburg - Germany
 Phone +49 6421 6098 - 0 | Fax +49 6421 6098 - 99 | E-Mail info@eu-eqt.de | Internet www.eu-eqt.de

Berufsförderungsinstitut Wien - Ulla Sever - Kinderspitalgasse 5 - 1090 Wien - Austria
 Phone +43 1 404 35 - 260 | Fax +43 1 404 35 - 220 | E-Mail bfi.int@bfi-wien.or.at | Internet www.bfi-wien.or.at

B & B Sistema Regionale in Toscana - Andrea Moracci - Via S. Egidio, 12 - 50122 Firenze - Italy
 Phone +39 055 2638344 | Fax +39 055 2469705 | E-Mail info@bbtoscana.net | Internet www.bbtoscana.net

Kaunas College - Jolanta Valiaugiene - Pramones pr.20 - 50468 Kaunas - Lithuania
 Phone +370 37 75 11 44 | Fax +370 37 75 11 35 | E-Mail jolanta@kauko.lt | Internet www.kauko.lt

EUROPROFESSIONAL Hungary EC - Istvan Mikus - Budapest Nyul u. 4. - 1026 Budapest - Hungary
 Phone +36 1 362 3803 | Fax +36 1 362 8104 | E-Mail euro@aszli.hu | Internet www.europrof.org

Greta Antipolis - Patrick Cervi - Centre International de Valbonne - BP N°097 - 06902 Sophia Antipolis Cedex - France
 Phone +33 49296 5510 | Fax +33 49296 5299 | E-Mail patrick.cervi@ac-nice.fr | Internet www.greta-antipolis.fr + www.greta-sport.com

KEA - Andreas Adrian - Papanastasiou 3 - 74100 Rethymno - Greece
 Phone +30 28310 50219 | Fax +30 28310 54995 | E-Mail info@keahellas.org | Internet www.keahellas.org

Core Qualifications

Training Fields	Modules
Key qualifications	Social Skills Method Skills Media Skills
Marketing	Marketing Basics Low Budget Marketing Instruments Online Marketing Development of new Services Marketing Actionplan
Customer Relationship Management	Change of values and quality of touristic Services New Media and Tourism Polarisation of Markets Customer Value, Customer Satisfaction, Customer as King, Customer Clubs, Customer Loyalty, Customer Win-back
Human Resource Management	Legal-organisational frame of Personnel work Personnel Management / Management Concepts Human Resource Development
Language and Culture	Intercultural Learning English for Employees in Tourism - Reception - Restaurant - Tourist-Information - Tour Operator / Travel Agency - Applications Practice in Language Preparation of Practical Training Abroad Support for Individual foreign Language Training

Special Qualifications

Training Fields	Modules / Target Groups
Business Tourism	Tour Operator Travel Agency Hotel Non-Hotel / Small Lodging Companies *
Health Tourism/ Wellness Tourism	Tour Operator Travel Agency Hotel Non-Hotel / Small Lodging Companies *
Cultural Tourism	Tour Operator Travel Agency Hotel Non-Hotel / Small Lodging Companies *
Event Tourism	Tour Operator Travel Agency Hotel Non-Hotel / Small Lodging Companies *
Sport Tourism	Tour Operator Travel Agency Hotel Non-Hotel / Small Lodging Companies *

* e.g.: Bed & Breakfast, farm holidays, guest houses, youth hostels



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