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## CEFE Tourism Basics

### In Brief

The tourism market grows by 6-9% per year on average and had a turnover of more than USD 1.000 billion in 2012. In developing countries only very few domestic enterprises are able to catch a market share. Most people find employment only in rather low level and poorly paid jobs. At the same time, authentic hospitality industry can attract tourism, especially in rather remote areas with high risk of rural exodus. Many times, such offers have their special charm but are too much self-made and lack various basic competencies to really attract clients.

To turn the vast potential into successful entrepreneurship and increased employment CEFE has developed a set of training tools covering main weaknesses in domestic tourism business management. Target group are small ventures in the area of tour operators, agencies, catering and accommodation. They topics covered are:

- A tailor-made business start-up training for tourism industry;
- Short module: customer attention;
- Short module: selling and marketing;
- Short module: tradition and innovation;
- Short module: basic English.

### Deliverables

The training provides participants with the competence to deal with the topics in a market-oriented way, plus with a comprehensive, practical user manual for the full course and pocket guides for the short modules.

### Instruments

All trainings use experiential learning methods. The Basic English module for example conveys the learning units by innovative specially developed exercises.

The 'Hinterland' of Montenegro offers incredible beauties and delicacies. And the very hospitable people living there have almost no chances to explore the tourism potential on their own. CEFE made a thorough training needs assessment and provided short modules for which participants are willing to pay a tuition fee. Even in the English course learning was fun and people were able to start communicating after only 3 days.

#### Duration of Service

Full tourism start-up course: 10 days, can be delivered in 2 modules of 5 days each.

Short modules: 2-3 days each.

HCD for CEFE trainers takes about 2 weeks.