ECHO-Tourism
Competency Framework

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The Competency Framework serves as systematic and organized education for the operation of the ECHO system. The ECHO-Tourism project is part of an educational program for adult education. The educational process has been planned and organized according to the objectives of the project.

Therefore, the knowledge, skills and competence that adults having an interest in the field can gain using the tools of ECHO-Tourism are defined in our competency framework. It describes what can be done with the skills acquired and what social and working activities can be implemented autonomously and responsibly.

Using the Competency framework, a person can plan **its own training** or plan and organize **the training of employees in an organization** and develop an awareness of the gaps to be filled in to become an eco-citizen in her/his working and social life and more particularly as an eco-tourist.

This framework is therefore meant for professionals of the tourism industry to map what has to be gained to implement sustainable policies in the industry. It is also useful for individuals who want to get information on sustainability in the tourism sector.

To create learning pathways, we will use the standardization of learning outcomes units, including descriptors of competencies (knowledge and skills responsibility), which individuals will master/acquire for the purpose of achieving sustainable practice projects.
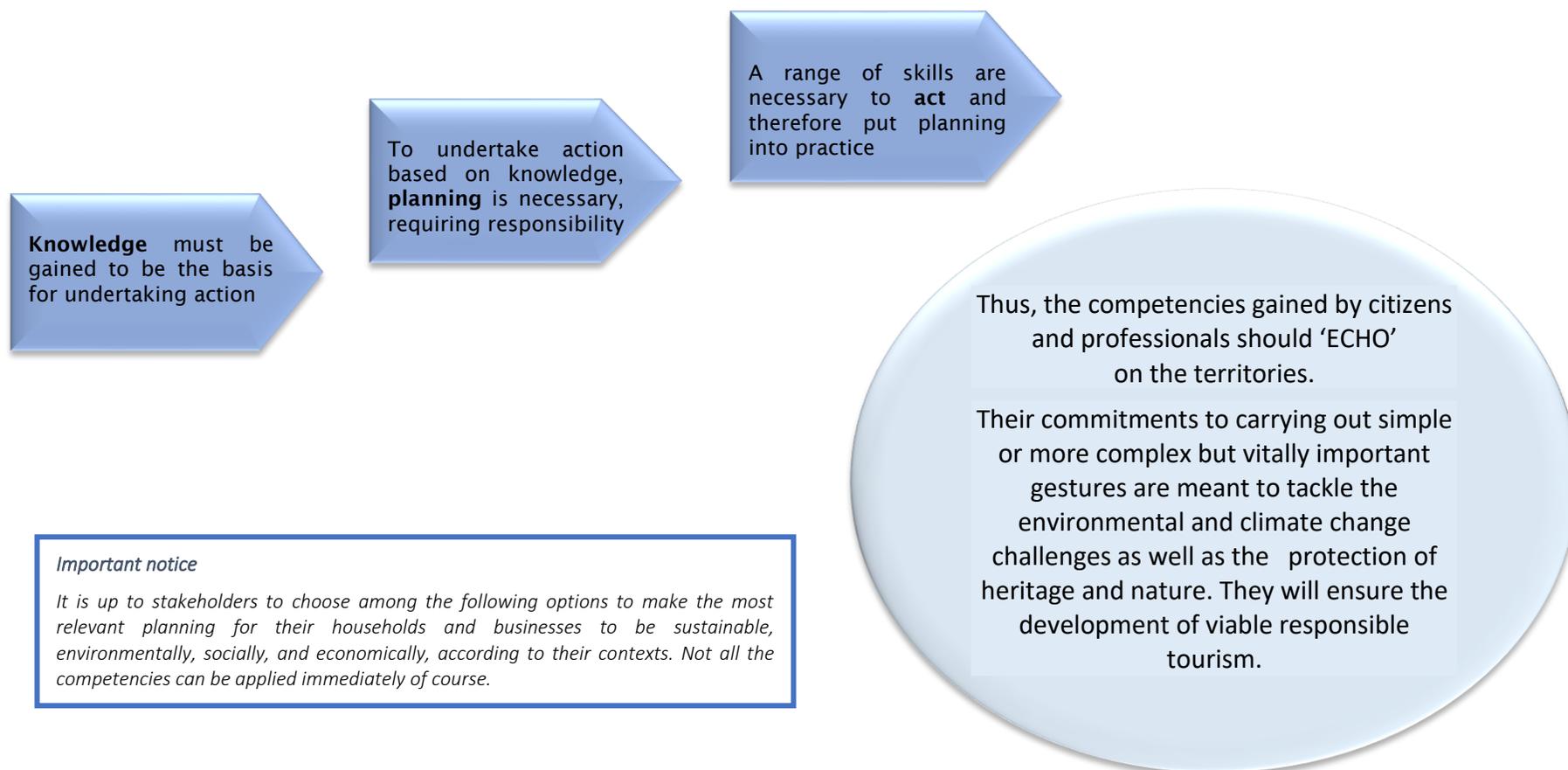
The descriptors inspired from the European Qualification Framework are as follows:

Knowledge	Competence	Skills
the body of facts, principles, theories and practices that is related to a field of work or study. Knowledge is described as **theoretical and/or factual**.	The proven ability to use knowledge, implement skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development. Competence is described in terms of **responsibility and autonomy**.	A skill is the ability to apply knowledge and use know-how **to complete tasks and solve problems**. Skills are described as cognitive (involving the use of logical, intuitive and creative thinking) or practical (involving manual dexterity and the use of methods, materials, tools and instruments

Structure of the Competency framework

The competency framework is structured as follows:

A range of skills are necessary to **act** and therefore put planning into practice

To undertake action based on knowledge, **planning** is necessary, requiring responsibility

Knowledge must be gained to be the basis for undertaking action

Thus, the competencies gained by citizens and professionals should 'ECHO' on the territories.

Their commitments to carrying out simple or more complex but vitally important gestures are meant to tackle the environmental and climate change challenges as well as the protection of heritage and nature. They will ensure the development of viable responsible tourism.

Important notice

It is up to stakeholders to choose among the following options to make the most relevant planning for their households and businesses to be sustainable, environmentally, socially, and economically, according to their contexts. Not all the competencies can be applied immediately of course.

The learning scheme is broken down into the following sets **of Units of learning outcomes** and provides the basis to create the educational material provided by the MOOC Echo-Tourism:

ULO 1. Ecological footprint and eco-gestures

ULO 2. Sustainable development

ULO 3. Waste management

ULO 4. Energy

ULO 5. Water

ULO 6. Mobility and transport

ULO 7. Food and agriculture

ULO 8. Cultural and natural heritage

AREA	KNOWLEDGE	COMPETENCES such as RESPONSIBILITY AND AUTONOMY	SKILLS
ECOLOGICAL FOOTPRINT AND ECO-GESTURES	*The learner knows and understands…*	*The learner is able to…*	*The learner is able to…*
	The following concepts and issues: What sustainable development is in terms of environmental, social and economic issues. What environmental responsibility is: • as an economic entity, a public service • as an individual, a member of the community, a member of staff.	Plan actions as following Strive to plan actions in connection with the three aspects of sustainable development Calculate one's individual ecological footprint or enterprise's and plan actions to reduce the footprint in one's own life or/and the economic activity of the establishment	Take actions as follows Take actions in the development of behaviours of individuals and groups that reduce the ecological footprint and carbon footprint particularly within working teams Take part in the implementation of the action plan of the enterprise to reduce the ecological footprint

That the ecological footprint is the impact of human activities measured in terms of the area of biologically productive land and water required to produce the goods consumed and to assimilate the wastes generated

What the carbon footprint is as it measures the emission of gases that contribute to global warming and ways to reduce it.

The impact of simple environmental eco-gestures whose multiplied implementation by millions of individuals contribute to tackling the environmental and climate change challenges.

The systemic approach as the interdependence of the individual and the group, the individual and the community and more particularly the awareness of the social or environmental consequences of each of our actions and of the necessity of changing some of our habits.

The ways to implement the following concepts

Strive to plan the use of internet in a sustainable manner including eco-friendly websites sober in energy.

Plan or contribute to the reduction of carbon footprint policy of the establishment

Plan and arrange communication as following

Testify, through one's own practice, a change in behaviour to reduce the ecological footprint, illustrating the dependence of actions on the social and economic context, and the social context as a result of the actions of groups of individuals.

Motivate others to notice and apply eco-gestures by personal example, without moralizing.

Make visible to other people, small steps of individuals or groups in the direction of reducing the ecological footprint.

Act in the areas of activity according to the action plan in which eco-gestures must be implemented in view of the **improvement of**:

- Water consumption
- Energy efficiency and conservation
- Waste management
- Food
- Purchasing policies
- Travelling practices
- Reduction of the carbon footprint
- Sustainable and sober use of the internet

Put into practice sustainable good practices in terms of meals, breaks, workstations, energy consumption, waste management, purchasing, use of digital technologies, and travel, services provided to customers, short supply chains.

Communicate and involve staff and customers as following

Communicate and cooperate with different groups of individuals in order to change attitudes towards the environment and the ecosystem

	Comprehensive environmental planning including the use of sustainable technologies and development of eco-gestures based on the analysis of the footprint of the enterprise or household	Create or contribute to social cohesion within the working teams.	Communicate with customers on the importance of eco-gestures to reduce one's own footprint as an individual and as a member of the enterprise and the community.
	Sustainable web services delivering digital products that undertake approaches to have clean, efficient, open, honest, regenerative, and resilient services.	Encourage the exchange of knowledge and experience among individuals in the group of eco-friends.

Arrange and facilitate the communication and interaction between customers and working teams on the sustainability issue | Work on the interaction between staff and customers |
| | The ways to reduce the footprint by putting into practice a coherent range of eco-gestures iincluding the various activities of everyday life in which eco-gestures can be applied | Plan and implement the promotion of the efforts made by the enterprise to be sustainable | Apply good practices learnt from customers |
| | The local or national sustainable policies and incentives having an impact on the economic and social life and particularly the enterprises and ways to use them and apply them | | |

SUSTAINABLE TOURISM	The learner knows and understands…	The learner is able to…	The learner is able to…
	The following issues and concepts	Plan actions as follows	Take action as follows
	That sustainable tourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.	Analyse tourism products in the area, classify them into products of sustainable or unsustainable tourism.	Strive to address as many as possible of sustainable criteria based on local diagnoses.
		Develop the awareness of stakeholders and tourists over sustainability criteria.	Choose the right sustainable products according to the possibility of the business.
	That cultural and social conditions affect the quality and diversity of tourism products.	Set up an action plan to address sustainability criteria or apply the existing plan including assessment of risks with regards to climate change.	Apply fastest and easiest achievable eco-gestures for a particular tourist facility in order to preserve the integrity of the area
	That sustainable tourism includes support to local businesses, craftsmen, farmers, service providers…	Plan one's own involvement in local sustainable economy	Engage in the local community's policy of preservation of the cultural and natural heritage and wildlife.
	How an ecological approach to tourism is linked to responsibility towards future generations and integrity of the areas and preservation of communities' issues	Plan a respectful development of the potential based on the assets of the area in terms of heritage, culture landscape.	Give priority to local and fair-trade suppliers whenever these are available and of sufficient quality.
	The specific criteria to be addressed, that is:	undertake diagnoses as follows	Inform and involve customers as follows

• design and access take account of the protection of biologically sensitive areas and capacity of ecosystems. • the integrity of archaeological, cultural heritage, and sacred sites are preserved. • the integrity of natural sites and protected areas is preserved. • threatened or protected species have not been displaced and impact on all wildlife habitats are minimized and mitigated. • watercourses/catchments/wetlands are not altered • risk factors (including climate change, natural phenomena, and visitor safety) are assessed and addressed. • Impact assessment (including cumulative impacts) are undertaken and documented as appropriate. • protection and respect of wildlife, preservation of biodiversity and animal welfare are addressed. **Ways to add value to a product within a sustainable approach**	Undertake procedures to encourage stakeholders in tourism to analyse tourism products with regard to sustainability Analyse and promote the tourist potentials of the territory (natural, cultural, social) Analyse and promote the economic effects of preserving natural and cultural heritage and wildlife Create a new tourism product based on the analysis of tourism potentials taking into account the criteria Make proposals to improve the existing tourist product by adding sustainability value if possible	Apply strategies for promoting the effects of eco-gestures in the tourist environment (as an added value to the tourist product) Inform and train staff about the natural and cultural heritage of the local area Create and supply informative material about natural and cultural heritage Involve staff and tourists in the protection of wildlife in order to ensure that wild species are not harvested, consumed, captured, displayed, sold, or traded, except as part of a sustainable regulated activity in compliance with the law.

	The mapping of tourism products in the area, and their classification according to sustainability added value Ways to consider the 3 pillars of sustainability in the tourism activity (environmental, social, economic) and methods to apply them		
WASTE MANAGEMENT	*The learner knows and understands…*	*The learner is able to…*	*The learner is able to…*
	Issues as follows That tourism overconsumption produces a substantial amount of waste and pollution. That while tourism contributes to global waste problem, the industry can also be part of the solution by building awareness around the issues and spur waste infrastructure improvements.	Plan actions as follows Plan for better waste management (at home or in tourism facilities) based on observations of the state of the environment Arrange recycling plans and commit staff and customers to it Analyse the behaviour of people in the household / facility, encourage	Act as follows Apply knowledge about the origin of waste and the effects of waste on the environment in everyday private and business life Take action to apply a waste management system in household and business including eco gestures regarding sorting out and recycling

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Ways to Preserve the beauty and health of destinations, by reducing the amount of waste and practicing proper disposal.	communication about the procedures that can quickly lead to improvement	Drastically reduce unrecyclable use of products and widely favour recyclable ones including compostable ones
The origin and nature of waste.	**Set up awareness development and communication over the issue as follows**	**Include customers in the virtuous circle as follows**
Ways to tackle waste management		
The outcome of the analyses and evaluation on waste from one's own environment	Make tourists and staff aware that the strain on local waste management systems, causes landfills and sewage plants to overflow.	Independently or in cooperation with others, organize a visit to wild (or well-regulated) landfills, communicate on the effects on the environment and human health
The types and quantities of waste generated by the production of a particular product or by the actions of individuals.	Prepare arguments in favour of recycling and reduction of waste and mapping of relevant eco gestures	Organize discussions with the closest associates about the possibilities of changing behaviour in the direction of better waste management
Potential of the itemization of eco-gestures that contribute to waste reduction in various activities.	Plan the development of awareness of staff and tourists over the fact that litter and pollution can have large detrimental effects on local people and wildlife.	Indicate (in informative and entertaining way) improvement in waste management - at home or in business facilities
The information on waste from one's own environment.	Make a diagnosis of the economic effects of good waste management in the household / business facilities	
Assessment of the possibilities of one's own contribution to waste reduction.		

ENERGY	The learner knows and understand…	The learner is able to…	The learner is able to…
	Ways to fight against the improper disposal of trash, raw sewage, and toxic chemicals by tourists, hotels, and others.		
	The overall issue as follows How the tourism industry can both optimize energy consumption and ensure the adequate level of comforts for guests in a carbon footprint reduction approach. The advantages and disadvantages of different energy sources and impact on carbon footprint. The relationship between comfort and energy consumption. The difference between renewable and non-renewable energy sources.	Undertake planning as follows Undertake the necessary diagnoses to get to know energy sources and problems with energy supply. Analyse energy consumption per capita in the area. Undertake the mapping of relevant eco-gestures to be applied by staff and recommended to customers to reduce carbon footprint. List areas (private and public) where energy savings can be achieved without reducing the quality of life.	Take actions as follows to implement planning Monitor energy consumption in one's own household and business in order to use adequate technology and eco-gestures. Use adequate technology and implement ecogestures to: Upgrade and maintain refrigeration equipment /Use and maintain cooking equipment more efficiently /Use dishwashers more efficiently/Upgrade to LED lighting. Invest in renewable energy whenever relevant.

The concept of comfort (from the aspect of consumers and energy producers)

The concepts and approaches regarding energy management

The necessity of energy management (for consumers and producers) viewed as the commitment **to** planning both operating energy production and energy consumption as well as energy distribution and storage in order to facilitate resource conservation, climate protection and cost savings, also ensuring that users have permanent access to the energy they need.

Ways of good energy management in one's household and business facilities from the consumer's point of view (water and space heating, cooking, cooling, refrigerating, lighting, use of ICT, …)

The relationship between tourism and energy and fight against overconsumption, therefore the importance of energy management.

Make an energy saving plan in the household / business facility including use of adequate sober appliances, technologies, and eco-gestures.

Plan communication as follows

Plan awareness development and upskilling of staff.

Plan the communication plan towards customers to encourage them to use eco gestures listed.

Involve customers in the virtuous circle

Encourage customers to put simple tips into practice as eco gestures, turning off AC when not necessary, switch off lights, appliances and unnecessary electronics...

Prepare informational and promotional material to encourage user groups on energy savings and implement eco gestures.

Organize gatherings and discussions with different groups (residents / tourists) about the need and possibilities of energy saving.

Set up energy consumption meters in your own / workspace.

Analyse the effects of conscious energy use and present them publicly.

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WATER	*The learner knows and understands…*	*The learner is in a position to…*	*The learner is able to…*
	The overall issue as follows That professionals of the tourism industry have both an economic and moral interest in reducing water consumption and fight against water pollution. The hydrological cycle and the constancy of water resources on Earth. How water consumption is distributed in Europe (and in one's own area) related to human activities. Human action that endangers water sources through • natural phenomena that endanger water resources • the relationship between the development index and water consumption	Use information from the surroundings as follows Get information about water sources in the immediate surroundings, make an analysis of their condition and assume the possible causes of endangerment. **Plan the reduction of pollution as follows** Plan the use of environmentally friendly products to avoid pollution Plan drastic limitation of solid waste and plastic packaging **plan the water reduction consumption process as follows** Undertake a critical analysis of the enterprise or household situation with regards to the opportunities in reducing	Implement minimising water consumption technologies and corresponding eco-gestures as follows Use the adequate technology to • Reduce water usage from bathrooms • Reduce water usage from laundry Services • Reduce water usage from swimming pools • Reduce water usage in landscaping Implement the plan to reduce water consumption through the use of rain water and recycled waste water for irrigation and toilet flushing thus reducing the usage of potable fresh water Track, spot and stop water leakage

The causes of difficulties with water supply in Mediterranean tourist countries.

The models of responsible water management in the local community, in the tourist facility, in one's own household.

Practices responsible for the pollution of water and approaches to avoid them.

The consequence of irresponsible water management for the biodiversity.

Approaches to reduce consumption and avoid pollution as follows

The technologies which must be implemented to:

- reduce water consumption drastically,
- use of eco-friendly products and packaging
- reduce production of solid waste

water consumption and tracking of water leakage.

Plan wastewater treatment and use.

Plan harvesting of rain water and its use.

Plan an informed water management scheme based on the analysis of water consumption (in one's own household / business facility) including technology upgrades.

Plan employees' awareness development and training.

Plan the communication and enhancements of efforts as follows

Initiate public communication (independently or working in a team) on the need to preserve water sources.

Apply eco-gestures for the purpose of responsible water usage and discreetly make them visible in the environment.

Implement actions to reduce pollution as follows

Track, spot and stop polluting practices by taking the necessary measures.

avoid production of solid waste.

Use eco-friendly hygiene and cleansing products.

involve customers in the virtuous circle as follows

Communicate on the enterprise's water management policy and involve customers in using eco gestures.

Choose a natural spring from the environment and present it as a tourist attraction.

Opportunities in the use of adapted local plants in landscaping instead of exotic high water consuming species.	Plan the organisation of touristic activities to develop customers' awareness about the issue.	Arrange trips to the water source and ecological sewage systems and carry out activities that will arouse the interest of tourists on the issue.
Training opportunities on water consumption issues and method to commit staff and customers.	Create a communication plan on water issues in the environment and design it so that it is attractive to a wide audience.	
Possibilities in harvesting rainwater and its use.	Plan activities (individually or working in a team) that will connect visitors with the destination (get to know the culture of living and water supply throughout history and in the present).	
Possibilities in using recycled grey water (wastewater generated by laundry, dishwashing, bathing,) by specific treatment.		
The range of ecogestures meant to reduce water consumption.		
Opportunities offered by ecological sewage systems and wastewater recycling.		

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MOBILITY AND TRANSPORT	The learner knows and understands…	The learner is in a position to…	The learner is able to…
	The issues to be addressed as follows	**Plan one's contribution to sustainable transport improvement as follows**	Act as follows
	That Tourism is responsible for the rise of road and air traffic using fossil fuel considerably responsible for greenhouse gas emissions	Observe and analyse the transport in the area and situate your household and business in that context	Strive to organise transport locally so that walking, transit, carpooling, and cycling are widely used as well as collective means of transport to explore the area.
	That Soft mobility or sustainable mobility become paramount to reach destination when possible as well as exploring the area.	Make an analysis of one's own use of means of transport to reduce carbon footprint	Encourage customers • not to fly to nearby destinations • to Reduce luggage weight • to have Longer stays than multiplied short trips • to Choose sustainable transport to explore the destination
	That Sustainable transportation consists of various green and eco-friendly form of vehicular travel to minimize damage to the environment.	Make a plan for improving transport from the aspect of sustainable Tourism in order to use green forms of transportation by staff and customers.	
	The concepts as follows	Contribute to develop the momentum in favour of sustainable transport to reach the destination and to explore the area.	**Involve customers in the virtuous circle**
	The relationship between the demands of modern tourists for mobility and the discovery of distant destinations and the need to reduce the ecological footprint	Make a proposal for the protection of the territory from pollution caused by transport.	Find creative ways of attracting tourists' attention to the issue of transport and ecosystems.

		Design and implement models of motivating guests to change behaviour in transport.
	Plan the development of the use of applications for green transportation.	
Methods to reduce carbon footprint of unavoidable air flights to reach destination, through longer stays than multipled short trips, lighter luggage, no flights to nearby places easily reached by collective transports...		Contribute to promotional campaign for improvement of transport in a sustainable way.
	Plan communication and involvement of staff and customers	
How motor oils and fossil fuels penetrate the ground, assimilate with water and soil and affect flora and fauna and human health.	Make a plan for changing habits with an emphasis on the advantages and disadvantages of new forms of behaviour / promote the use of green transportation and collective means of transport (bus, trains, ferries...).	Develop the use of Bike sharing and carpooling applications and systems to create an eco-friendly transportation system to help better preserve the environment with customers and staff.
The endangerment of the marine ecosystem due to the diverse waste from maritime transport.		
How each individual can contribute to reducing transport damage to all life on Earth.		

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FOOD AND AGRICULTURE	*The learner knows and understands…*	*The learner is in a position to…*	*The learner is able to…*
	The following concepts and issues	Plan actions as follow	Take actions as follows
	The role and impact of agriculture on the ecological and economic development of a particular area.	Analyse the market and make the right choice to address customers' expectations about sustainable food.	Apply food supply chain in accordance with the ecological approach
	Food production based on approaches encompassing non-polluting methods, sober in energy safe for workers customers and the community, economically viable, based on the following practices making farming efficient: Rotating crops /agroforestry/Reducing or eliminating tillage /Integrated crop–livestock systems /Applying integrated pest management.	Make the most suitable supply chain arrangements to go local, seasonal and organic. **Plan an event driven approach as follows** Create and implement a gastro-tourist programme that includes getting to know the local heritage (agriculture, local food, customs related to food and festivities, tasting specialties, discussions with population).	Undertake actions to • go local • Cook Menu Items by season • Manage recycling and compost programmes • Strive to use local organic products • Use recyclable or compostable packaging **Communicate as follows in an event driven approach**
	The development of sustainable food market in its various economic entities: restaurants, agritourism, B&B, hospitality industry; street food, take away. **Food quality issues as follows**	Plan guidelines for a local development strategy involving agriculture and tourism and create an event driven approach targeting tourists.	Organise events with farmers and tourism employees in the ECHO tourism spirit ensuring local sustainable momentum.

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	The new sustainable catering food trends and their connection with heritage based on local seasonal products including climate friendliness and healthy food, transparency on origin. Connection of the nutritional needs of guests with local production potential. Ways to motivate staff and guests to use local foods. Ways to prevent food wastage with staff and customers.		Design and organize creative entertaining events in order to promote quality food (the best recipe, creative cook, slogans to promote local specialities). Promote to customers and staff the benefits of using local foods including organic products for a sustainable economy and ecosystem. Advertise the sustainable approaches in the establishment and make the connection with external stakeholders of the tourism industry.
CULTURAL AND NATURAL HERITAGE	*The learner knows and understands…*	*The learner is in position to…*	*The learner is able to…*
	The following issues and concepts to respect culture heritage and landscapes That tourists must be educated about the history and traditions of the local community, and in turn that community feels a stronger cohesion and sense of	Plan actions as follows Contribute to the creation of a momentum in favour of local heritage, and preservation of landscapes	Undertake relevant actions as follows Create tourism activities that would put into operation the cultural heritage, under-utilized tourist potential.

pride in that cultural history and heritage (adapted from the UNESCO declaration).

That cultural heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions, including all aspects of the environment resulting from the interaction between people and places through time; (adapted from Namur EU declaration).

Local heritage, including natural and cultural (tangible and intangible) heritage.

Local architectural monumental and vernacular heritage and landscape.

Methods to preserve heritage and landscape and contribution of tourism for that purpose.

Methods to minimize the adverse impact of tourism and maximize visitors' fulfilment.

Stimulate and contribute to surveys over the expectations and interests of guests related to local heritage.

Plan the integration of the tourism dimension in one's economic activity.

Prepare one's communication on local history and heritage with customers and involve staff.

Plan the development of awareness of staff and tourists over culturally and historically sensitive sites.

Plan the awareness development of staff and tourists over the protection of heritage including fight against collecting, selling and buying artefacts illegally.

Plan event-driven approaches as follows

Plan the promotion of Heritage with customers, respectful of the local culture, minimizing adverse impacts and addressing visitors' expectations.

Value and incorporate authentic elements of traditional and contemporary local culture in one's operations, that is design, decoration, cuisine, or shops, while respecting the intellectual property rights of local people

Embed one's activity in the local momentum in favour of heritage

Use methods to add value to different products by branding local heritage

Communicate with customers and involve them in the virtuous circle as follows

Promote one's involvement in preserving heritage and landscapes with customers.

Advise customers on relevant tours in a sustainable manner that is respectful of local communities, caring about culturally or historically sensitive sites to minimize adverse impacts and maximize local benefits and visitors' fulfilment.

The list of culturally or historically sensitive sites. Possible illegal trade of artefacts and ways to combat it. **Ways to promote heritage as a sustainable tourism product** that local heritage presents the best tourist attractions for any destination providing that a balance should be found to avoid the negative impacts of tourism on heritage and promote the positive economic effects of tourism on heritage, the mutual positive influences of agriculture and tourism.	Plan (independently or working in a team) public events on the socio-economic benefits of heritage.	Inform and encourage customers never to collect or buy artefacts illegally. Organize and conduct creative games for the purpose of learning about heritage and preservation issues. Organize meetings of tourists with local residents and participation in local events and / or public works including commitment to protect heritage and fulfil visitors' satisfaction.