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TOURISM
ACADEMY

TOURISM TRAINING PROGRAMS



LEARN TOURISM IN THE COUNTRY OF THE CENTAURS!



"TOURISM AWARDS 2017" in the category "People Strategy: Training Programs and specialization in Tourism Sector. Link with the labour market"

LEARN TOURISM IN THE COUNTRY OF THE CENTAURS!



MANAGEMENT – MARKETING

RECEPTION

GASTRONOMY

BAR SERVICES

BEAUTY SERVICES

SECURITY

TOURISM ACADEMY PRESENTATION

Tourism Academy is a dynamic organization, where each student, employee of tourism companies, and trainer have the unique chance to combine training with vacation, taking advantages of the many choices the region has to offer and, therefore, enhance local development.

Tourism Academy is located in the city of Volos, a coastal port city in Thessaly situated midway on the Greek mainland. Volos offers multiple tourism opportunities and the students, employees of tourism companies and trainers can easily visit the Pelion peninsula and travel to the Sporades islands. Besides, Pelion, the Mount of Centaurs, was according to the Greek mythology the homeland of Chiron the Centaur, tutor of many ancient Greek heroes, such as Jason, Achilles, Theseus and Hercules.

Tourism Academy has been awarded with the Bronze Award by the “TOURISM AWARDS 2017” in the category “People Strategy: Training Programs and specialization in Tourism Sector. Link with the labour market”.

Tourism Academy offers, from 30th May to 30th September, short-term training programs (one week, two-week or monthly courses).

TOURISM ACADEMY PHILOSOPHY

“DIMITRA” Educational Organization has founded Tourism Academy to provide educational services aiming to meet the new trends of tourism, addressing the global tourism industry market.

In the 21st century, developments in technology have, dramatically, changed the tourism industry, which continuously assimilates new Information Technology and Communication (ICT). New needs have emerged such as the need to show the environmental quality of touristic destinations and the need to enhance tourism by taking advantage of local characteristics of tourism regions.

The ICT impact on tourism industry leads to a new tourist profile (the millennial generation), new habits, new consumption patterns, new business models as well as changes in the management of enterprises and a stronger relationship among ICT-Sustainability-Efficiency-Competitiveness. Moreover, the existing Training Programs and Job Profiles do not incorporate digital, green and social skills. However, these skills are necessary to increase competitiveness and viability of tourism not only in Greece but also in Europe (European 2020 strategy).

Tourism Academy integrates the above skills in all training programs in Tourism (Management, Marketing, Gastronomy, Bar Services, Beauty Services, Security). The programs are addressed to trainers, companies that believe training of their employees can upgrade their services, to unemployed who are interested in the tourism industry and to Tourism Management students.

“DIMITRA” Educational Organization invests both in quality infrastructure and in training methodologies and tools, creating a pleasant and effective educational mechanism for the Tourism Academy to function.

We constructed a space of 2000m², which contains an educational infrastructure of a simulation hotel unit, including a restaurant, a bar, a cuisine, culinary and pastry workspace, reception, a hotel room, as well as beauty services, IT and administration areas. The modern building facilities, the modern teaching tools and equipment give a new dynamic to a learning environment tailored to the modern demands of participants.

THE TRAINING COURSES

Our organization has developed a set of integrated courses for interested parties in Greece. Select one of the following training packages duration from one week to a month, depending on the area of interest. The courses are implemented from 29/05/2017 to 01/10/2017 and the prices are for groups of max 20 people.

The proposed duration of each educational day is 5 hours.

Additionally, certificates of attendance will be given to training courses’ participants issued by both “DIMITRA” Educational Organization and Folkuniversitetet.

The participants will have the opportunity to participate to examinations in order to be certified by TÜV with an extra cost of 120€/person.

A detailed table per course is presented below:

Table with courses and costs

No	Course Title	Duration (hrs)	Cost/person*	Cost/group**
1	Creative Tourism	20	180.00€	3.600.00€
2	Sustainable Tourism	20	180.00€	3.600.00€
3	ICT tools and applications in Tourism	20	180.00€	3.600.00€
4	Special Training for VIP - Hotel directors	35	400.00€	8.000.00€
5	Organization & Promotion of agricultural tourism	30	240.00€	4.800.00€
6	Organize and promote Medical Tourism	25	225.00€	4.500.00€
7	Hotel Revenue Management	35	325.00€	6.500.00€
8	Insurance for hoteliers	25	225.00€	4.500.00€
9	Service and customer management at the reception	25	225.00€	4.500.00€
10	Modern Greek Cuisine	20	180.00€	3.600.00€
11	Modern Vegetarian Cuisine	20	180.00€	3.600.00€
12	Promotion of local food in tourism industry	25	225.00€	4.500.00€
13	Promotion of local food for hoteliers	25	225.00€	4.500.00€
14	Become a professional barista - Levels 1 & 2	30	240.00€	4.800.00 €
15	Professional Bartending, spirits and cocktails - Level 3	30	240.00€	4.800.00 €
16	Spa sale and promotion techniques	20	180.00€	3.600.00 €
17	Women’s Hairstyles	8	75.00€	1.500.00€
18	Men’s Hairdressing / Shaving Techniques	4	38.00€	750.00€
19	Nail Prosthetics	60	540.00€	10.800.00€
20	Nail Design - Nail Art	40	360.00€	7.200.00€
21	Manicure	10	90.00€	1.800.00€
22	Pedicure	10	90.00€	1.800.00€
23	Spa Management & Spa Consulting in City Hotel	25	225.00€	4.500.00€
24	Hotel security	35	310.00€	6.200.00€
25	Official persons protection V.I.P.	35	310.00€	6.200.00€

*** The number of participants for each course will be maximum 20 persons.*

*** The cost of each course includes: Trainer Cost, Translator cost, Revenue cost, Training material, 2 coffee breaks per day*

TOURISM MANAGEMENT - MARKETING



Duration	35 hours
Cost / group	3.600€
Cost / person	180€
(max 20 persons)	

CREATIVE TOURISM

A journey in the concept of Creative Tourism, as well as in multiple creative applications in Tourism and Tourist Destinations. Trainees will be able to design tourist experiences oriented in creative tourism products and services. The learning objectives of the program encompass the following knowledge areas:

- Understanding and development of "Creative Tourism" concept.
- How social, economic and cultural factors have influenced the development of this new type of tourism.
- Knowledge of attributes and characteristics of a "creative tourist" and how needs of this type of tourist affect the design of tourism programs.
- Understanding of concepts and processes of innovation and their application in the development of products and services.
- Understanding of the concept of entrepreneurship and its application in life and at work.
- Extended awareness of the value and use of creativity and how creative thinking and methods can be applied in design of tourism programs.
- Wider knowledge of the contemporary cultural and creative industries.
- Deeper understanding through personal research into a specific area of culture.

The key competencies to be achieved through the learning program are:

- To be able to identify and implement best practice in creativity and development of cultural innovation in the context of the tourism industry.
- To be able to use emotional intelligence in dealing with others.

- To be able to generate new ideas and work with others to realize projects.
- To be able to follow a process of design thinking and apply it in project management and strategic planning.
- To be able to take an integrated, holistic approach to embed the values, heritage and culture of people and places within tourism projects.
- To be able to promote innovation and talent in tourism.

SUSTAINABLE TOURISM

Sustainability represents a growing influence of tourism planning, development, governance and management, and includes a wide range of fields as the globalization of the industry continues. The course introduces the concept of sustainable tourism and provides an in-depth knowledge of tourism and its assets.

The goal is that the students, employees of tourism companies and trainers gain skills in understanding a future-oriented overview of the concept of sustainable tourism and how it is linked with the tourist industry.

The learning objectives of the program encompass the following knowledge areas:

- Identifying cultural differences, communication patterns, and group psychology.
- Understanding of stakeholders in the tourist sector in the region - their needs, requirements and expectations, forms and structure of organisation.
- Understanding the context, concepts and statistics and the economic importance of tourism.
- Understanding the concept of sustainable tourism – Past, present and future development and trends.
- Gaining knowledge about the origin sustainable tourism market and links to destinations.
- Gaining knowledge on how to ensure and implement change towards sustainable tourism by identifying stakeholders in the current situation and political and scientific strategies for sustainable tourism.

The key competencies to be achieved through the learning programme are:

- Development of attitudes to quality and value in respect of people, management and customer care
- Communication – Written communication skills in a quality manner appropriate to real world tourism situations and audience needs. To communicate an argument in a succinct and logical manner and articulate it to individuals and groups in an engaging and confident way
- Effective problem-solving skills including the ability to apply tourism-related theories, models and methods, and logical thinking to a range of multi-dimensional tourism-related problems
- An awareness of when additional information is needed and the capacity to locate, analyse and use it.
- Application of ethical values to tourism decision making. An awareness and consideration of public interest in tourism practices and decision making.

Duration	20 hours
Cost / group	3.600€
Cost / person	180€
(max 20 persons)	

Duration	20 hours
Cost / group	3.600€
Cost / person	180€
(max 20 persons)	

ICT TOOLS AND APPLICATIONS IN TOURISM

Tourism is becoming increasingly an industry relying on information and communications technology (ICT). The management and innovation in tourism requires professionals who know and use the Communication Technologies in Tourism as well as the development of the new Social Network Applications (Facebook, Twitter and others). The program aims to:

- Provide knowledge of ICT tools and technologies that are used in tourism-based services in order to improve the level of service and meet the demands of today's tourists.
- Provide learners with an overall understanding of various ICT tools that are used for promoting and commercializing tourism-based services.
- Provide a basic understanding of Smart Destinations and how ICT may be used to foster its development.
- Enhance learners' skills in order to envisage potential new tourism-based services and understand the limitless capacity of ICT in supporting their fresh ideas.

The key competencies to be achieved through the learning program are:

- to appreciate the ICT's core role in creative tourism
- to adopt creative, innovative and new approaches in tourism services based on ICT.
- to adopt new ICT tools and methods that will transform the traditional way of doing business, of promoting and offering tourism services towards a more up-to-date approach as our clients/tourists demand, where the usage of ICT and new technologies are at the core for the development of creative tourism.



SPECIAL TRAINING FOR VIP - HOTEL DIRECTORS

Our organization has developed a special course for hotel directors. The content of this training course is designed according to participants' needs. The price includes apart from the training cost, cultural events and case studies in hotels and restaurants.

At first step, the training course participants will be trained to acquire necessary knowledge and skills on this particular sector. The second step of training process is to carry out visits to different types of hotels and different kinds of enterprises in tourism industry, where they will put their knowledge into practice through experiential activities and case studies.

The content of the training program "Special Training for VIP - hotel directors" is given below:



Duration	35 hours
Cost / group	8.000€
Cost / person	400€
(max 20 persons)	

CREATIVE TOURISM

- Understanding and development of "Creative Tourism" concept.
- How social, economic and cultural factors have influenced the development of this new type of tourism.
- Knowledge of attributes and characteristics of a "creative tourist" and how needs of this type of tourist affect the design of tourism programs.
- Understanding of concepts and processes of innovation and their application in the development of products and services.

SUSTAINABLE TOURISM

- Identifying cultural differences, communication patterns, and group psychology.
- Understanding of stakeholders in the tourist sector in the region - their needs, requirements and expectations, forms and structure of organisation.
- Understanding the context of tourism, concepts and statistics and the economic importance of tourism.
- Understanding the concept of sustainable tourism – Past, present and future development and trends.
- Gaining knowledge about the origin sustainable tourism market and links to destinations.

HOTEL REVENUE MANAGEMENT

- The Definition Selling the Right Room to the Right Client at the Right Moment and the Right Price.
- Efficiency Revenue Management and how it helps to predict consumer demand to optimize inventory and price availability in order to maximize revenue growth.
- How to use the information to divide your market and adjust your products through distribution, to the right customer at the right time and at the right price
- How to create a common vision to your staff on how demand will evolve first.
- How to maximize in high season demand, and how to stimulate demand in low periods while avoiding pricing cannibalism.
- Develop culture of Revenue Management in your hotel.

ICT TOOLS AND APPLICATIONS IN TOURISM

- Provide knowledge of ICT tools and technologies that are used in tourism based services in order to improve the level of services and meet the demands of today's tourists.
- Provide learners with an overall understanding of various ICT tools that are used for promoting and commercializing tourism-based services.
- Provide a basic understanding of Smart Destinations and how ICT may be used to foster its development.
- Develop learners' skills in order to envisage potential new tourism-based services and understand the limitless capacity of ICT in supporting their fresh ideas.

MARKETING & BRANDING OF LOCAL PRODUCTS/SERVICES

In this course, Marketing Executives of a business or organization learn how to create a long-term relationship with the customer by providing high value in their products, a value higher than the competitors' products. Through this higher value a competitive advantage is achieved.

- Case study: Granting Trade Mark "Local Breakfast" in Hotels

Duration	30 hours
Cost / group	4.800€
Cost / person	240€
(max 20 persons)	

ORGANIZATION & PROMOTION OF AGRICULTURAL TOURISM

Agrotourism is an alternative form of tourism that develops in non-touristly saturated rural areas and is associated with social, environmental and cultural values that allow both hosts and guests of these areas to interact and share experiences. The training program is addressed to local and regional public bodies (regional administrations, municipalities, regional development agencies, regional/local tourist organizations, information centers) and will be divided into two parts:

- Tourism development of a region through cultural values
- Agrotourism

After completing the specific training program, the participants will be able to:

- Know what we mean by "agrotourism".

- Describe the basic features of the agrotourism product.
- Evaluate the role of agrotourism as a tool of local development in rural areas.
- Discover the different forms of tourism that are part of rural tourism.
- Understand the main forms of agrotourism which are developed in developing countries.
- Learn the main reasons for the development of rural tourism.
- Be aware of the main categories of agritourism accommodations.
- Be aware of the different forms of agrotourism which are developed in Europe.
- Explain what we mean by "ecoculturism".
- Understand the goals of agrotouristic development in Greece.
- Describe the different services that can characterize an agrotourism product.
- Be aware of the different forms of agrotourism businesses operating in Greece.
- Learn the different sources of funding for agrotourism investments.
- Recognize the main trends that favor the development of rural tourism internationally.
- Describe the main features of agrotourists.
- Understand the basic problems related to the agrotourism development.



The content of the training program "Organization & Promotion of agricultural tourism" is presented below:

TOURISM DEVELOPMENT OF A REGION THROUGH CULTURAL VALUES

- Analysis of the seminar purpose– commitment on the aim.
- Presentation of the Common Methodology of cultural values management in rural areas
 - Guidelines serving for identification of cultural values as a development factor.
 - Guidelines serving for identification and participation of relevant stakeholders in the cultural values management.
 - Guidelines serving for action plans' preparation regarding cultural tourism destinations.

- Experience exchange in cultural values management in rural areas.
- Presentation of good practices
- Ways of good practices' transformation in local area
- Setup the Action Plan of an area
- Implementation of the Action Plan of an area
- On-site visits to identify good practices in the wider region.

AGROTOURISM

- The Conceptual Content of Agrotourism
- The Rural Tourism Evolution
- Agrotourism: The Greek Experience
- The Rural Tourism Market and Agrotourist's characteristics
- The Agrotourism problems

Duration	25 hours
Cost / group	4.500€
Cost / person	225€
(max 20 persons)	

ORGANIZE AND PROMOTE MEDICAL TOURISM

Medical tourism can be defined as the process of traveling outside the country of residence for the purpose of receiving medical care. Growth in the popularity of medical tourism has captured the attention of policy-makers, researchers and media. Originally, the term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatments not available in their homeland.



Nowadays, we are experiencing both qualitative and quantitative shifts in patient mobility, as people travel from richer to less-developed countries in order to access health services. Such shift is mostly driven by the relative low-cost of treatments in less developed nations, the availability of inexpensive flights and increased marketing and online consumer information about the availability of medical services.

What really puts the word "tourism" in medical tourism concept is that people often stay in the foreign country after the medical procedure. Travelers, thus, can take advantage of their visit by sightseeing, taking day trips or participating in any other traditional tourism activities.

This industry is increased 35% annually. What percentage of the increase is your organization part of? Have you changed, adapted or stagnated in the past several years? Why have you yet to develop a long-term strategy? Is your business a sailboat without a sail, floating aimlessly in an open ocean? How can your organization improve, adapt, change and succeed?

The content of the training program "Organize and promote Medical Tourism" is the following:

INTERNATIONAL MEDICAL TOURISM PRODUCTS

- Classification and recording.
- Factors which ensure the development of medical tourism selection.
- Examples of medical tourism packages and destinations of medical tourism.
- Insurance products related to medical tourism.

SIZES AND TRENDS OF INTERNATIONAL MARKET

- The market sizes.
- User population survey for Cross- border care.

PRACTICES IN THE INTERNATIONAL MARKET

- Operational mechanisms of medical tourism.
- Conditions of services of medical tourism cases.

LEGAL FRAMEWORK AND STANDARDS OF MEDICAL TOURISM

- Institutional and legal issues in international practice.

CERTIFICATION SERVICES IN MEDICAL TOURISM

- Quality assurance.
- Selection criteria of the international patients.
- Accreditation and certification of hospitals and health services.
- Launch of international operators certification of medical services.
- Selection of an international certification system by the provider.

CERTIFICATION OF HOTEL UNITS

- Certification of "Medical tourism friendly hotels".
- Certification of business and organizations in general.

NATIONAL STRATEGY AND PRIORITIES

- The importance of cooperations and synergies.
- Conditions of the medical sector.
- Conditions of the hotel industry.
- Configuration of all-inclusive packages.
- Specialization in medical tourism products.
- Pilot programs of integrated local municipal tourism networks.
- Economic benefit.

HEALTH STRUCTURES WITH FEATURES TO PROVIDE MEDICAL TOURISM SERVICES

Duration	35 hours
Cost / group	6.500€
Cost / person	325€
(max 20 persons)	

HOTEL REVENUE MANAGEMENT

Revenue management is the key to any business that has relatively fixed capacity, perishable inventory, and time-variable demand. This course introduces learner to the basics of revenue management in the hotel industry: how to apply pricing and length-of-stay tools and how to measure his/her revenue management performance. It is designed to inspire each learner to shift his/her thinking about revenue management from a focus on occupancy and average room rate to a focus on revenue per available room.

This course offers knowledge on how to accurately forecast guest arrivals at the hotel, to examine pricing models in accordance with revenue management principles, and to manage overbooking. All techniques and practices discussed in this course are applicable to a variety of service management roles.

By completing this course, each learner will have compiled detailed notes and



recommendations for implementing revenue management at the organization working at.

The training program concerns the following target groups:

- Directors, general managers, and other hospitality professionals responsible for improving financial performance of their organizations.
- Front desk managers, night auditors, and sales and marketing analysts who want to take on more responsibility for improving profitability in their property.
- Those who aspire to hospitality management positions and need a strong foundation of revenue concepts.

The content of the training program "Hotel Revenue Management" is presented below:

- The Definition Selling the Right Room to the Right Client at the Right Moment and the Right Price.
- Efficiency Revenue Management and how it helps to predict consumer demand to optimize inventory and price availability in order to maximize revenue growth.
- How to use information to divide your market and adjust your products through distribution, to the right customer at the right time and at the right price
- How to create a common vision to your staff on how demand will evolve first

- How to maximize in high season demand, and how to stimulate demand in low periods while avoiding pricing cannibalism
- Develop culture of Revenue Management in your hotel. Anyone should understand REVPAR, anyone should understand the reasons of saying NO to some business, and everyone should sell not only price but also value.
- Records statistics for knowledge-based decisions.
- Train your team for recording properly reservation information. Keep consistent records of your data: reservations on the books, waitlist, denials, walk out, cancellations, offers.
- Learn all options and reports available in your PMS & distribution software.

INSURANCE FOR HOTELIERS

Hotels are businesses that create high expectations for their customers and, therefore, are required to offer similar services. For this purpose, as businesses are constantly demanding investments to meet both their expectations and their competition. Hotel Insurance programs cover the full range of business risks, including assets, liabilities, equipment, products and space requirements in general. The content of the training program "Insurance for hoteliers" is designed as follows:

INTRODUCTION IN HOTEL INSURANCE IN GREECE

- Reference to insurance companies
- Exemptions in insurance packages and the applicable policy
- Names registration of large insurance companies e.g. ALLIANZ, AXA, ERGO, GENERALI, GROUPAMA, INTERAMERICAN etc.

The programs are addressed to small or medium-sized tourism enterprises (Hotels / Boutique, Hotels / Pensions / Hostels), which have license by the Greek Tourism Organization. Hotels should have an insured value of building and/or content until 4.400,00€.

CATEGORIES OF HOTEL INSURANCE PROGRAMS

- Hotel insurance and all risks (covering the hotel unit, property insurance a loss of profits).
- Insurance liability of general liability for hotels
- Professional liability of tour operator

INSURANCE SALES TECHNIQUES

- The way and procedure of insurance by the insurer.

Duration	25 hours
Cost / group	4.500€
Cost / person	225€
(max 20 persons)	



RECEPTION

Duration	25 hours
Cost / group	4.500€
Cost / person	225€
(max 20 persons)	

SERVICE AND CUSTOMER MANAGEMENT AT THE RECEPTION

The purpose of the training program is to show how the customer service quality of the hotel is achieved and the participants to fully understand the terms "Reception", "Customer Management and Service" and to emphasize the reception department role in the proper hotel operation. The course will cover the following subjects:



SERVICE AND CUSTOMER MANAGEMENT

- The concept of service
- What does customer service involve?
- Perception of quality
- Expectations, wishes of customers (customer satisfaction survey)
- Internal and External Marketing
- Procedures to create a climate of quality customer service
- Communication with the customer (the different types of communication)
- Manage complaints / objections
- The use of technology in managing and servicing customers
- Increased sales through management and quality customer service

CUSTOMER COMPLAINT MANAGEMENT

- Why people complain?
- What do other people understand and what do we understand?
- What do other people feel and what do we feel?
- The Way of Thinking and Influencing Our Psychology - The Perpetual Circle.

- What is the role of communication in managing customer complaints and psychology?
- The building blocks of communication.
- Effective communication and the principles that govern it.
- What prevents communication?
- Do we have the ability to "hear" people and decode their message? The skill of active listening.
- What prevents us from hearing effectively?
- Strategies to improve listening capacity.
- Techniques to listen effectively.

LEARNING BASIC VOCABULARY IN THE GREEK LANGUAGE

- Learning basic vocabulary in the Greek language for communicating with clients

GASTRONOMY

It's no secret that the Mediterranean Diet is one of the most lauded diets in the world. It is also the most thoroughly studied diet in human history, recommended by medical professionals and nutritionists alike, celebrated for its benefits, sustainability and easy recipes, which feature lots of plant-based foods such as fruits, vegetables, wholegrains, nuts and legumes.



Duration	20 hours
Cost / group	3.600€
Cost / person	180€
(max 20 persons)	

MODERN GREEK CUISINE

The Modern Greek Cuisine course is addressed to Chefs, Sous Chefs, Cold & Hot Kitchen Chefs, Catering managers, F&B Managers.

TOPICS

- Historical information about Greek cuisine
- Basic principles - Indicative preparations of Greek sauces and soups.
- Modern Greek presentations based on Mediterranean tradition with vegetables, pies, stuffed tomatoes, vegetable balls, seafood etc.
- Sophisticated Greek fish & seafood preparations based on Cretan, Corfiot and other island recipes
- Preparations of Greek dishes based on seafood, olive oil and vegetables.
- Composition and presentation of a Greek menu for luxury restaurants
- The Greek traditional sweets based on Mediterranean fruits, nuts and pastries – Representative preparations

Duration	20 hours
Cost / group	3.600€
Cost / person	180€
(max 20 persons)	

MODERN VEGETARIAN CUISINE

The vegetarian cuisine, using natural local foodstuffs and innovative techniques, creates unique flavors (gels, various types of dashi, vegan meringues, use of polysaccharides, sous vide caramel, local oils, seafood dishes, vegan desserts).

TOPICS

- The Mediterranean diet and nutrition.
- Basic principles for the use of Mediterranean vegetables and fruits in food preparation
- Use, maintenance, and utilization of the Greek flavorings which are used in Greek cuisine
- Greek dishes with vegetables based on traditional, Byzantine and modern Greek cuisine
- Use of olive oil in Greek cuisine
- The Greek Orthodox Lenten
- Flavors' combination in Greek cuisine
- Modern creations of Greek specialties vegetables based on the Mediterranean diet
- Composition of Greek Mediterranean menu for vegetarians

PROMOTION OF LOCAL GASTRONOMY AND LOCAL FOODSTUFFS IN THE TOURISM INDUSTRY

Duration	25 hours
Cost / group	4.500€
Cost / person	225€
(max 20 persons)	



This will be an interactive, capacity building course that will help the organization and its employees facilitate the promotion of the local gastronomy and local foodstuffs in the tourism industry. It will focus on revealing the dynamics of using the local gastronomy for regional development and the available tools and strategies to achieve this.

The course will cover the following subjects:

- Food as the leading hook in travel and a major differentiating factor for tourism destinations
- International trends in the field of gastronomy and the of local products in the tourism sector
- The Experience Economy and international best practices in the creation of gastronomic experiences for visitors

- Creating a local strategy for the development and promotion of the local gastronomy in the destinations tourism product
- Facilitating the creation of a partnership with local tourism stakeholders for the implementation of the strategy
- Training of local businesses and personnel as a mean for creation of new food tourism products and services and local gastronomy promotion
- Development of local business networks in the fields of food and tourism
- Tailor-made Quality Labels as a tool for upgrading and branding local gastronomy and foodstuffs
- Food markets, food fairs, cooking competitions and other gastronomic events to enhance the gastronomic profile of a tourism destination
- Engaging the local population in the initiatives regarding the promotion of the local gastronomy and culinary traditions
- Assisting the local food production ecosystem to adapt its products and supply to needs of tourism industry
- Supporting the development of food and tourism startups
- Incorporating the local gastronomy as an important part of destinations' brand
- Promoting the local gastronomy both at local and international level
- Motivating local businesses to embrace the local gastronomy through promotion and business awards.

Duration	25 hours
Cost / group	4.500€
Cost / person	225€
(max 20 persons)	

PROMOTION OF LOCAL GASTRONOMY AND LOCAL FOODSTUFFS IN THE HOTELS

The course will be designed to offer hoteliers the necessary market insights and skills that will motivate them to actively incorporate local gastronomy into their services and to consume more local foodstuffs. It will be a hands-on and interactive course, in which participants will have the opportunity to work on strategies applied in their hotels and to gain the know-how on setup of new services and products.

The course will cover the following subjects:

- Food as the leading hook in travel
- The power of gastronomy in enhancing and differentiating a hotels brand,



- International trends in the field of gastronomy and use of local products in the tourism sector
- The Experience Economy and international best practices in the creation of gastronomic experiences for visitors
- How to create gastronomic experiences for hotel guests (cooking classes, food tasting, food tours etc)
- Collaborating with local food producers and service providers
- Participation in added value schemes like Local Gastronomy Labels, gastronomy clusters etc
- Branding strategies for hotels that incorporate local gastronomy in their offered services
- Supporting local gastronomy and food as a mean for sustainability and corporate social responsibility.

***Note:** The program could be broadened to include restaurant owners, who also intensively contribute to the local gastronomic experience of visitors.

BAR SERVICES



Duration	30 hours
Cost / group	4.800€
Cost / person	240€
(max 20 persons)	

BECOME A PROFESSIONAL BARISTA – LEVELS 1 & 2

This training program will introduce you to the wonderful world of coffee. Would you like to know what makes coffee special, different and attractive? Then, you are in the right course. The aim of the training program is to give the participants both theoretical knowledge and practical know-how for the preparation of coffee beverages.

Moreover, learners will be taught the needs of modern coffee shops. Participants are also trained in Latte art, the method to make coffee, pouring steamed milk resulting in a pattern or design on the latte surface. It can also be created or embellished by simply "drawing" in the top layer of foam. Making a good espresso is an art and creating interesting and particular patterns in the espresso cream is considered particularly difficult.

BASIC PRINCIPLES OF A BARISTA

- History of coffee / Coffee Varieties
- Materials for etching
- Processing and roasting methods
- Cleaning an Espresso machine
- Cafe Management
- What is latte art? / Consistency of milk
- Basic design principles of a functional bar

HEALTH AND SAFETY

- Manufacturing Principles and maintenance of products
- Principles of hygiene and cleanliness

EQUIPMENT

- Contemporary bar equipment
- Types and uses of bar tools
- Types and uses glasses

PRACTICE

- How to make a Greek coffee, filter coffee, espresso, cappuccino
- Combination of latte art and etching
- Rosettes
- Free designs
- Speed Training
- Customer service

PROFESSIONAL BARTENDING, SPIRITS AND COCKTAILS – LEVEL 3

The program is designed to prepare students, employees of tourism companies and trainers to get a job and work efficiently in a bar. The knowledge that you gain is both at practical, skills to exercise the profession, and at theoretical level, ability to answer questions and queries.

It is designed to give all information required for history, production process and taste of products, which are used by the professional bartender on a daily basis in the bar. After training, the participants will gain necessary knowledge to work as professional bartenders.

BASIC PRINCIPLES OF A BARTENDER

- Understanding of profession
- Introduction to Speed Bartending
- Bartending = bar care
- What determines a good bartender?
- Basic design principles of a functional bar



Duration	30 hours
Cost / group	4.800€
Cost / person	240€
(max 20 persons)	



BASIC KNOWLEDGE FOR BEVERAGE PREPARATION

- What is the distillation process?
- How alcohol is prepared
- Basic categories

HEALTH AND SAFETY

- Manufacturing Principles and maintenance of products
- Principles of hygiene and cleanliness
- Responsible sale of alcohol

COCKTAILS

- History and Culture of Cocktail
- How to prepare classic cocktails?
- Cocktail Categories
- Basic principles of development of an integrated Spirit and Cocktail Menu
- Techniques and mixing procedures

EQUIPMENT

- Contemporary bar equipment
- Types and uses of bar tools
- Types and uses glasses

CUSTOMER SERVICE

- Bartender as a seller
- Principles of correct serving / Speed of service
- Handling Complaints
- Selling techniques



BEAUTY SERVICES



SPA SALE AND PROMOTION TECHNIQUES

This course is addressed to hotel personnel working at spa and wellness areas and aims to improve the service techniques in selling services and spa products. It aims to upgrade service for spa customers, to provide higher quality customer management, as well as to increase spa product sales and services:

- Technical Sales Services and Products at Spa for the optimization of the spa sales and increased turnover.
- Create a comprehensive spa menu: body treatments and corresponding products, facial treatments and corresponding products, consumables for the operation of spa and resale products.
- Create Plans, Offers and Events of the spa. Design ideal offers and modes of communication (promotion) of the menu and the spa for a total increase traffic.
- Customer Service Spa and ensure the quality offered. Interior work protocols for service and customer reception in the cabins, the reception and other spa facilities for maintaining the quality of service.

Duration	20 hours
Cost / group	3.600€
Cost / person	180€
(max 20 persons)	

WOMEN'S HAIRSTYLES

Training on learning basic lines and facial shapes related to female haircut (Practice on dolls and models). Regarding women haircut, on how it will be performed according to face shape (oval, square, triangle, rectangle).

- Mass or Frame at 0 degrees.
- Internal gradient from 1 to 89 degrees.
- Absolute 90 degrees.
- Exterior gradient of 91 degrees and above.
- Learning basic lines and facial shapes the female haircut (Practice on dolls and models).

Duration	8 hours
Cost / group	1.500€
Cost / person	75€
(max 20 persons)	

Duration	4 hours
Cost / group	750€
Cost / person	38€
(max 20 persons)	

MEN'S HAIRDRESSING / SHAVING TECHNIQUES

Training on various men's haircuts, according to face shape (oval, square, triangle, rectangle and other) and grooming. Learning basic lines and facial shapes in men's haircut (Practice on dolls and models)

- Internal Gradient from 1-89 degrees.
- Absolute 90 degrees.

Men toiletries: Regarding bathing, coloring, shaving gels, emulsions, colognes.

Duration	60 hours
Cost / group	10.800€
Cost / person	540€
(max 20 persons)	

NAIL PROSTHETICS

Nail Prosthetics is the application of nail polish to natural nails coated with gel, acrylic, semi-varnished varnish or silk. As a result, they do not differ from natural nails the method used allows natural nails to grow. It prevents nail-biting and covers imperfections of the nail.

- Introduction to semi-permanent varnish – Placement.
- Introduction to artificial nails, material, size, construction, keeping false nails.
- Fitting artificial nail with gel and lamp.
- Fitting artificial nail with acrylic.
- Natural lengthening with gel.
- Physical lengthening with acrylic.

Duration	40 hours
Cost / group	7.200€
Cost / person	360€
(max 20 persons)	

NAIL DESIGN - NAIL ART

The Nail Design - Nail Art training program is the necessary tool to start your professional career successfully. During the course you will be able to create unique designs from beginning to end, applying harmoniously different colors, materials and techniques.

- Nail design with Rhinestones, pearls, powders, stencil, stamps.
- Nail art with line drawing.
- Nail art with 3D designs.



MANICURE

It is the ideal seminar for those who want to work professionally in the area of lime aesthetics.

- Introduction to manicure.
- Hand's Anatomy.
- Nail's anatomy.
- Physiology of the nail.
- Spa manicure.

PEDICURE

It is the ideal seminar for those who want to work professionally in the area of lime aesthetics.

- Introduction to the pedicure.
- Foot anatomy.
- Pedicure.

SPA MANAGEMENT & SPA CONSULTING IN CITY HOTEL

The Spa concept is a highly developed service in the last 15 years, not only as an additional Hotel and Resorts need, but also as Amenity Spa and Wellness center in the city Hotels.

In what ways you may be ensured that your decision to create and operate a Spa Center or a Wellness Center is going to be realized with success according to your visions? How you may increase the profitability of your existing spa? The main factors in order to achieve it are the following:

- **The standards and the full area design**
 - The architectural design.
 - The Lay out and configuration of the Spa area
- **Selection of equipment based on the orientation of the area.** Thalasso, Physio, Amenity, Wellness, Medi, Thermalism.
- **Spa menu definition programs.** Based on the orientation of the Spa center.
- **Spa Management**
 - Human resource, staff evaluation.
 - Staff training, coaching, leading.
 - An orderly and effective plan for daily operating procedures.
- **Marketing plan.** In accordance to the marketing department of the Hotel.

The content of the training program "Spa Management & Spa Consulting in City Hotel" is presented in details below:

Duration	10 hours
Cost / group	1.800€
Cost / person	90€
(max 20 persons)	

Duration	10 hours
Cost / group	1.800€
Cost / person	90€
(max 20 persons)	

Duration	25 hours
Cost / group	4.500€
Cost / person	225€
(max 20 persons)	



SPA CONSULTING

- **Spa concept creation.** A detailed study of local environment, target group and services you wish to provide, will define concept and philosophy of spa wellness center.
- **Design and architectural consulting**
 - Includes advices for the segmentation of spa area, interior design, lay out of treatment rooms, changing rooms, spa reception etc.
 - The architectural consulting for spa development is the translation of your spa concept.
- **Spa menu definition program**

Is the most important piece of the process and the most elegant key that will ensure the future success of the Spa? Treatments, packages and spa facilities define the strategic position, and the spa philosophy and concept are expressed.

 - Consulting of spa equipment for all areas, in harmony with total spa philosophy.
 - Consulting for spa linen, consumable materials.
 - Creation of the spa a la carte list and packages.
 - Description of the treatment protocols.
- **Pricing policy.** Sanitary and health rules.

SPA MANAGEMENT

- Human resource

It includes staff interview, choice of specializations and evaluation of spa team, job description, responsibilities and definition of standards operating procedures.
- Staff training
 - It includes technical training for the correct application of treatments, standards operating procedures, spa reception procedures, sales coaching, software training.
 - Ensuring and continuous improvement processes for excellent high customer service.
 - Organization of startup.
- Spa software
 - Consulting proposal of a spa software program and the training.
 - Description of the standards a software program should have according use and notifications of each spa center.
- Marketing
 - Cooperation with marketing department and proposals for the efficient view of wellness center.
 - Consulting for the advertising plan that will keep spa center recognizable.
 - Targeted promotion and sales development for retail and spa services.
 - Sales motivation and staff goals.

SECURITY



HOTEL SECURITY

The purpose of this course is the education-specialization of participants in security measures at Hotel facilities, safety conferences and other events and in response to crimes-accidents within the hotels.

HOTEL SECURITY

- Autopsy of the hotel establishment and update aspects of this security.
- Definition of Security Officer and executives.
- Customize themes based on system security needs.

BASIC PRINCIPLES OF SECURITY

- Modus operandi - Methods and security measures.
- Personnel Actions on a critical incident.
- Identify non-man-made hazards and antisocial behavior.
- Recognition - Addressing specific categories of people.
- Professional ethics - Staff Qualifications.

BASIC PROTECTION PRINCIPLES OF V.I.P.

- Identify threats - Terrorist threats.
- Protection of V.I.P.in public places.

RECOGNITION OF VULNERABLE POINTS IN THE HOTEL

- Suspicious mail.
- Improvised explosive devices - Actions in case of a telephone bomb threat.

Duration	35 hours
Cost / group	6.200€
Cost / person	310€
(max 20 persons)	

Duration	35 hours
Cost / group	6.200€
Cost / person	310€
(max 20 persons)	

BASIC PRINCIPLES OF HOSTAGES' BEHAVIOR

- Distinction of a hostage and a non-hostage. Management
- Security of a conference or various events in a hotel

OFFICIAL PERSONS PROTECTION V.I.P.

The purpose of the program is education-specialized security staff on basic principles for the protection of natural persons, in the prosaic and onboard escort and escort formations.

INTRODUCTION ON ACCOMPANYING SECURITY GROUPS (C.P.O.)

- V.I.P. protection.
- Arrest persons, legal defense, defense in favor of a third.
- Staffing - Qualifications of C.P.O.
- Applications teams-classes, methods, portrait, threats.
- Training basics of C.P.O.
- Terrorism organizations and mode of action of them.
- Suspicious packages - mail bombings.

PROTECTION TEAM

- Organizing protection team.
- Learning about the vulnerability assessment questionnaire.
- Autopsies of sites.
- Prevention measures when the VIPs travel.
- Pedestrians formations, - security rings to pedestrians formations.
- Arrivals-Departures of V.I.P. with car-processions.
- Design measures – official travel plans.
- Precursor.
- First aid to V.I.P from C.P.O.



PROTECTION TEAM IN PRACTICE

- Simulations.

PROTECTION DURING TRANSPORTATION BY CARS

- Simulations.

PREPARATION OF VIRTUAL PLANS BY THE TRAINEES

- Autopsy area by the trainees.
- Security measures design.
- Virtual Travel Planning of VIP people - scenarios.

“DIMITRA” EDUCATION ORGANIZATION

“DIMITRA” Educational Organization is an educational organisation with a 30-year-experience in the field of Vocational Training and Human Resource Management. “Dimitra” develops and implements a variety of projects, courses and initiatives at national and international level. One of our main activities is Vocational Training in Tourism, having trained so far more than 3500 students, professionals and students.

“DIMITRA” Educational Organization invested both in quality infrastructure, human resources and training methodologies and tools, creating a pleasant and effective educational environment. We place a high priority on creating an environment that enables teachers and staff to do their best work and values, the contributions of all employees in making Tourism Academy a top tourism organization.

We have made considerable investment in the facilities to incorporate a simulation hotel unit with a restaurant, a bar, a cuisine, culinary and pastry workspace, reception, a hotel room, as well as beauty services, IT and administration areas. Our modern building facilities occupy a 2,000-square-metre space (6,500 ft) fully-equipped with modern teaching tools and equipment that give a new dynamic to a learning environment tailored to the modern demands of students.



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