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## Tourism Online Academy

### Types of courses

2019

# THE VISION: TO BECOME THE ONLINE LEARNING PLATFORM FOR THE TOURISM INDUSTRY

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## What is the Tourism Online Academy?

The Tourism Online Academy is an online learning platform which will provide self-paced online courses that mainly focus on concepts, areas of interest and fundamental principles related to the tourism, hospitality and destination management industries.

The vision is that participants will be able to study at their own pace and will have access to courses from top universities around the world at an affordable price.

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Play video

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## What is the offering?

All training programs will have two parts:

### **First Layer: Massive Open Online Course**

The first layer includes a MOOC (Massive Open Online Course) associated to a MOOC completion certificate – this part of the training program will have a duration of approximately 8 to 10 hours (4 weeks).

The MOOC content will be free and those interested in gaining access to the assignments, feedback and a MOOC certificate will have to pay 49€ + VAT.

### **Second Layer: An Online Certificate Program**

Following the completion of the MOOC (first layer), participants will have access to a more in-depth part of the training program in which a catalogue of multimedia tutorials, readings, videos and other learning materials such as articles, presentations and podcasts will be available.

A proctored test at the end of this layer will certify the mastery of concepts needed to be awarded with a certificate.

Only those who have received the MOOC certificate can continue onwards to the second layer of the learning journey. The price will be 250€ + VAT which will grant access to the content, assignments, feedback and the test. This second part will have a duration between 30 to 40 hours (10 weeks).

# A FLEXIBLE MODEL FOR TRAINING IN THE TOURISM INDUSTRY

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## FIRST LAYER

### Massive Open Online Course (MOOC)

#### FEATURES

SHORT VIDEOS WITH  
PROFESSORS AND EXPERTS

READINGS, EXERCISES  
AND ACTIVITIES

ASSIGNMENT AND  
MOOC CERTIFICATE

100% online & flexible. 4-week duration (2 hrs/week)  
THE CONTENT IS FREE, PARTICIPANTS PAY FOR ASSIGNMENTS & CERTIFICATE

## SECOND LAYER

### Online Certificate Program

#### FEATURES

EFFECTIVE LEARNING  
EXPERIENCE WITH A MIX OF  
LEARNING RESOURCES

VIDEOS, ANIMATIONS,  
MULTIMEDIA & INTERACTIVE  
MATERIALS

ARTICLES AND READINGS  
ABOUT CONCEPTS AND  
INDUSTRY TRENDS

10 WEEKS / 30-40 HOURS OF DEDICATION