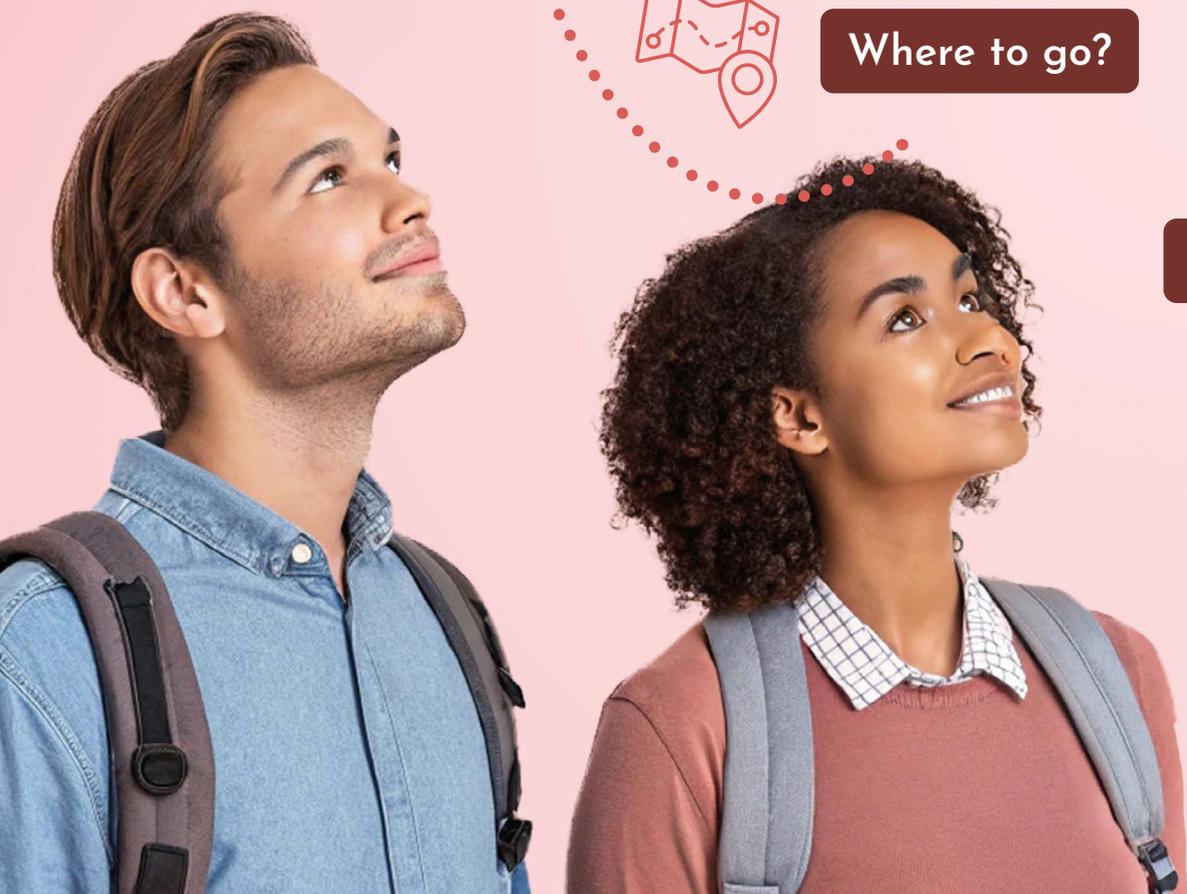
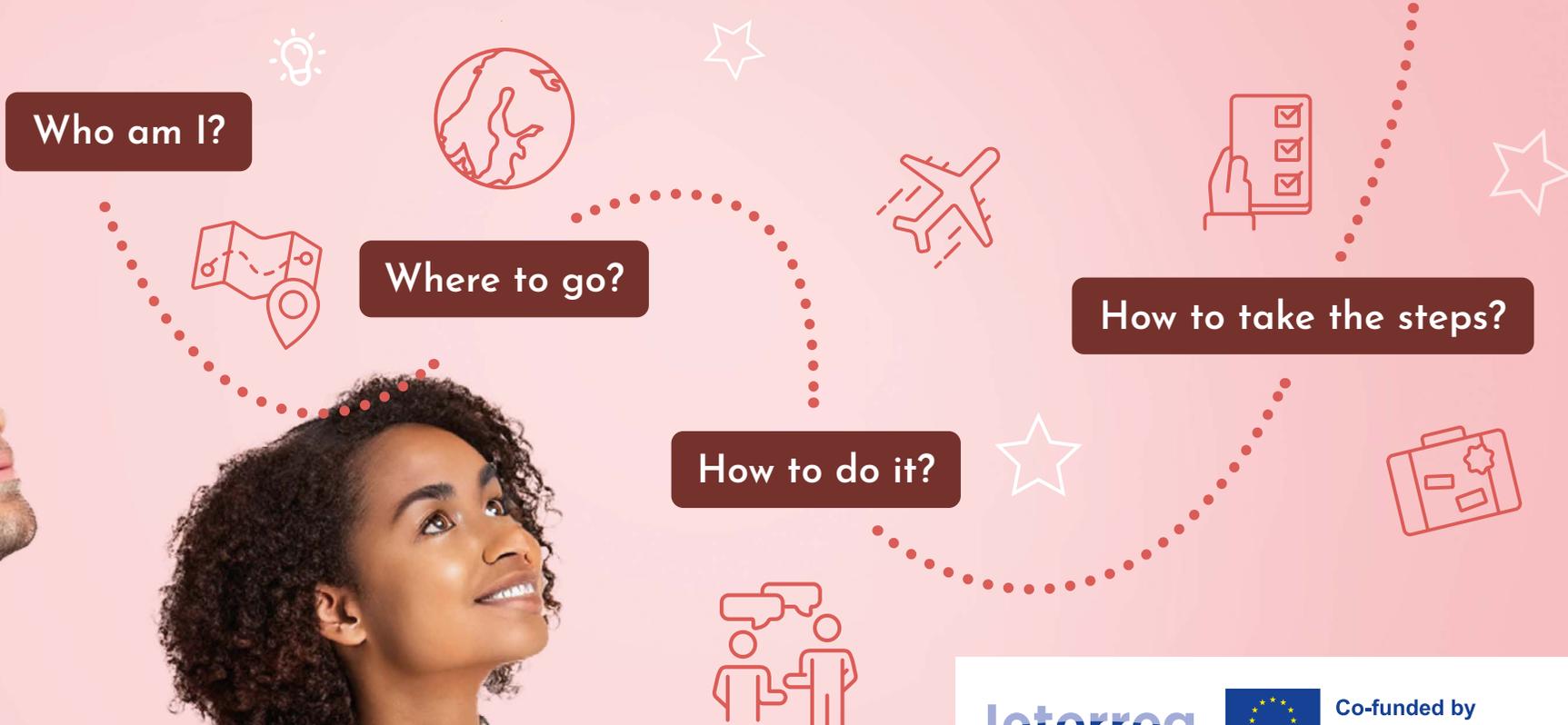


TOUR4YOUTH HANDBOOK

for Career Management Online Course in Tourism, Hospitality, and Restaurant Sectors



Interreg  Co-funded by the European Union

Central Baltic Programme

Tour4Youth

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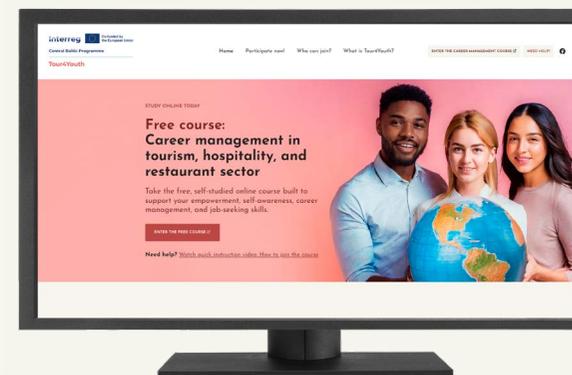
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**Online Course:**

<https://samkmoodle.samk.fi/enrol/index.php?id=527>

Enrollment key: **tour4youth**

Project website:

<https://tour4youth.eu>

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Introduction

This handbook introduces stakeholders to the content and benefits of the **Career Management Course in the Tourism, Hospitality, and Restaurant sectors**. The course is free and openly available.

The Online Career Management Course goes beyond theory – it provides practical tools that help participants navigate the job market and enhance their employability.

By the end of the course, learners will have developed a solid foundation for career planning, networking, and securing quality employment opportunities in the tourism, hospitality, and restaurant industries.

The course is available at:

<https://samkmoodle.samk.fi/course/view.php?id=527>

Enrollment key: **tour4youth**

See more details in section [Here is How to Join](#).



What is this Course about?

This course is designed to equip individuals with essential career management skills in the tourism, hospitality, and restaurant sectors.

By integrating self-awareness, career planning, and practical employment strategies, the course fosters a pathway to sustainable, high-quality careers in these industries.

The course framework aligns with EQF levels 4-6, ensuring that it supports students and professionals at different stages of their career development.

Key Features

- > The course consists of online materials, including **videos, podcasts, and interactive exercises**, allowing for **self-paced and blended learning** options.
- > Learners earn **skills badges** upon completion of each section and receive a **5 ECTS certificate** upon completing the entire course. This enhances employability and validates acquired skills.
- > Participants gain **career planning tools, job application skills, and networking strategies**, strengthening their transition into the labor market or entrepreneurship.

The course is divided into four key sections:

- > **Section 1: Who am I?**
Self-awareness and Career Identity (skills badge)
- > **Section 2: Where to go?**
Exploring Career Opportunities (skills badge)
- > **Section 3: How to do it?**
Job-Seeking Strategies and Networking (skills badge)
- > **Section 4: How to take the steps?**
Taking Action Towards Employment (skills badge)

This course empowers individuals to navigate their professional paths with confidence. The combination of self-reflection, career exploration, and practical job-seeking strategies ensures that participants are well-prepared to enter the workforce or pursue further studies in the tourism, hospitality, and restaurant sectors.

Introduction to the Course Platform (1/2)

The course is fully online and flexible, allowing participants to learn at their own pace. Instruction and course materials are provided in English.

By engaging in a variety of learning activities – including quizzes, discussion forums, videos, podcasts, and written assignments – participants gain both theoretical knowledge and practical insights.

The course is divided into four key sections, each focusing on different aspects of career development:

1. Who am I? Self-Awareness and Career Identity - Understanding personal strengths, skills, and career aspirations. (*Skills Badge Awarded*)
2. Where to go? Exploring Career Opportunities - Learning about different career paths, industry trends, and the role of networking. (*Skills Badge Awarded*)
3. How to do it? Job-Seeking Strategies and Networking - Developing essential job search skills, such as crafting CVs and applications. (*Skills Badge Awarded*)
4. How to take the steps? Taking Action Towards Employment - Implementing career plans and taking concrete steps toward securing a quality job. (*Skills Badge Awarded*)

Interactive Learning and Progress Tracking

Each section of the course includes videos, podcasts, readings, quizzes, and written reflections, ensuring an engaging and interactive learning experience. Participants must complete all assignments and activities within a section to receive their skills badge.

A progress tracking system allows learners to monitor their completion status, helping them stay organized throughout the course. The course is modular, meaning participants can choose to complete individual sections based on their learning needs.

Introduction to the Course Platform (2/2)

Time Commitment and ECTS Credits

The course is designed to be self-paced, providing flexibility for learners to balance their studies with other commitments. The total workload corresponds to 5 ECTS credits (approximately 135 hours of study), which includes engaging with learning materials and completing assignments.

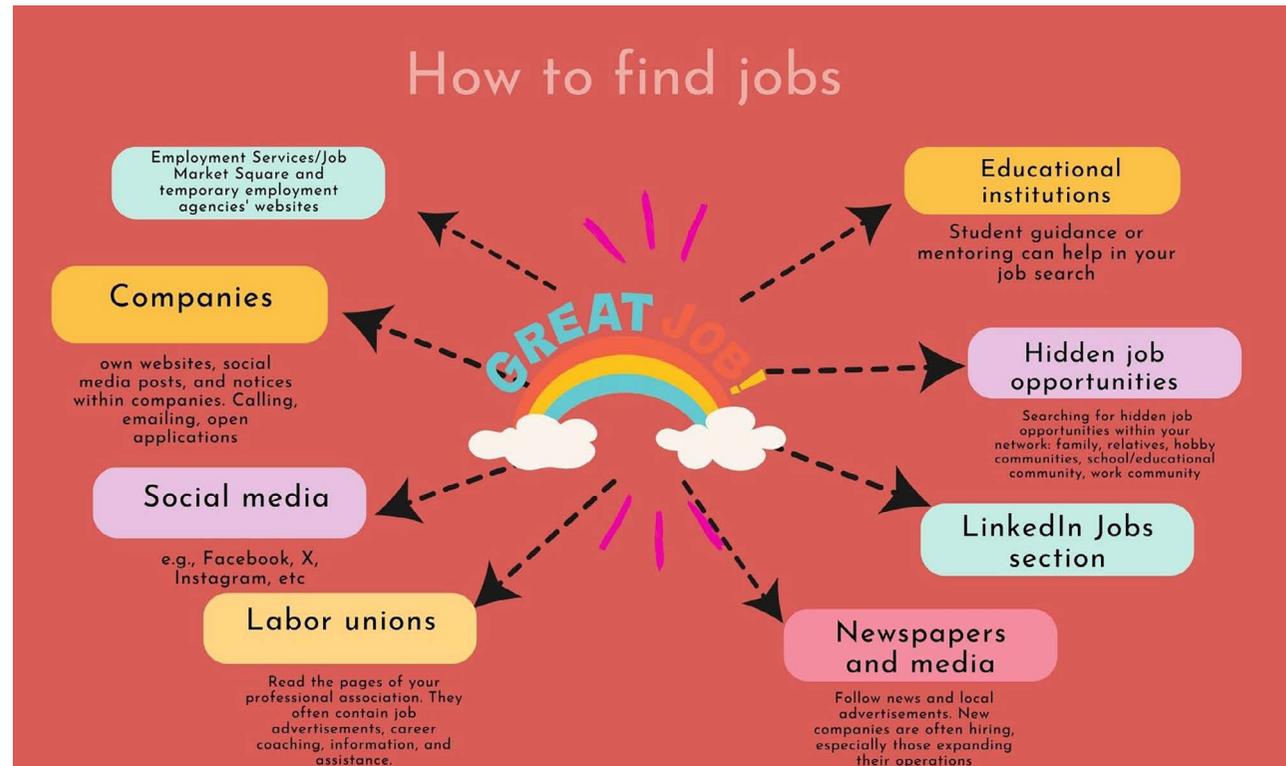


Image 1. Job opportunities can be found through multiple channels – from social media and company websites to educational guidance, labor unions, and hidden networks.

The Learning Diary



After each section the participants fill a learning diary of at least 500 words. They can do it either on a PDF form to be filled or freely in a text file.

Although the instructions are in English, participants are welcome to write their learning diaries in their native language.

Each section includes its own learning diary, documenting the participant's learning process. Assignments of what else to write in the learning diary are given in each section separately.



Co-funded by the European Union
 Central Baltic Programme
Tour4Youth

Learning Diary Form: "Who Am I?"

Student Name:

Date:

Instructions:

In this first submission, reflect on what you have learned during this initial section titled "Who am I?". You should fill this template.

This part of the learning journal is about you.

1. Self-Discovery:

- Did you learn something new about yourself?
- What kind of personality type do you have?
- What surprised you?
- What did you already know about yourself?

Image 2. A learning diary form helping students explore their identity through questions about personality, surprises, and self-knowledge.

Course Section 1: Who am I? Self-awareness and Career Identity

Self-Awareness - Identifying Strengths and Skills

The first section, "Who am I?", focuses on **self-awareness and skill development**.

Participants will assess their personal strengths and explore how these relate to career opportunities in the tourism, hospitality, and restaurant sectors.

Key Content

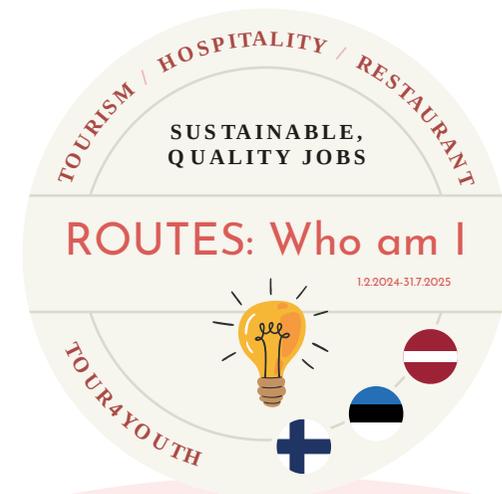
- > Videos, readings, and a podcast on self-awareness and career planning
- > A **personality test** to help identify key strengths
- > A **to-do list** for career development

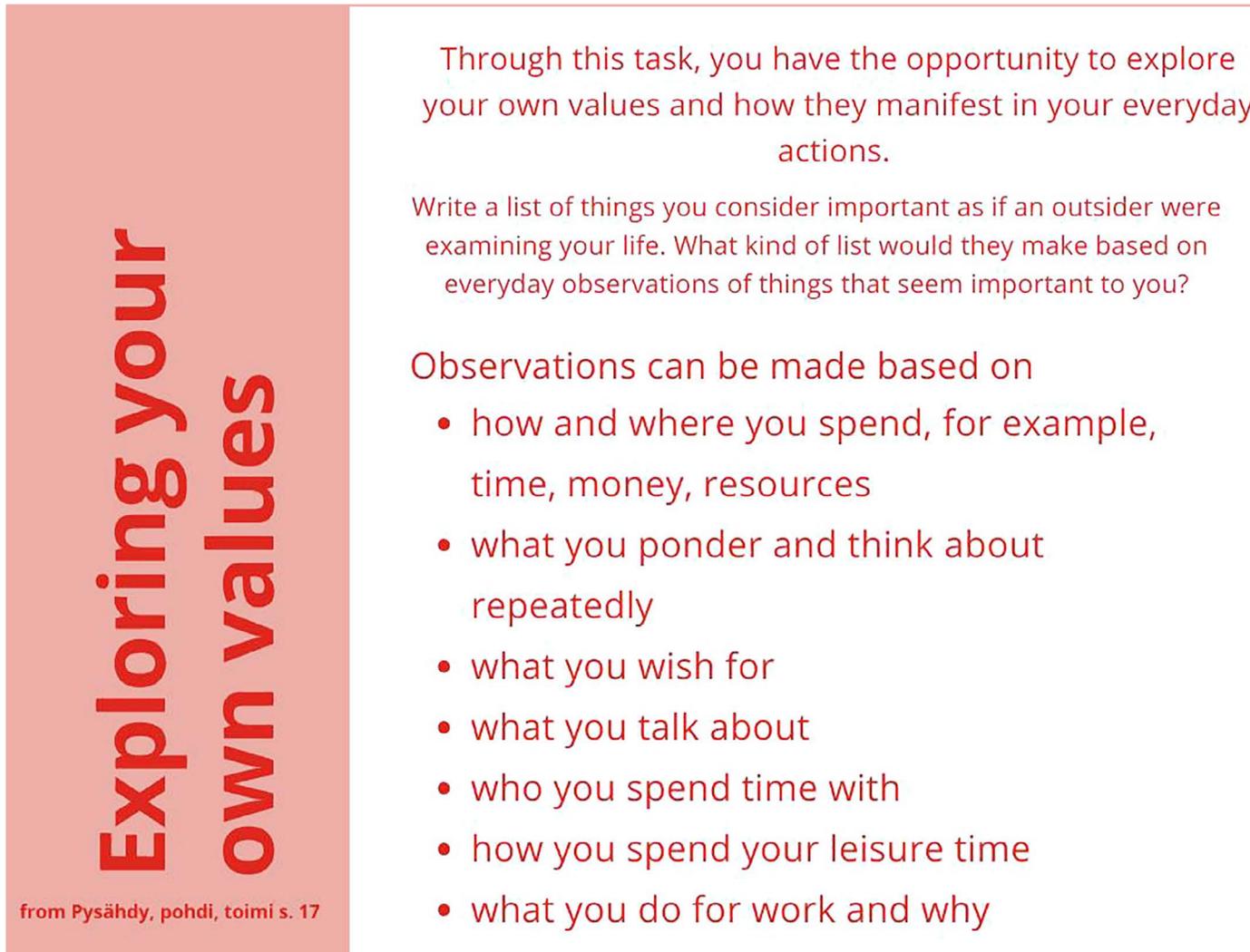
Completion Requirements

To complete this section and earn a **skills badge**, participants must:

- ✓ Engage with all materials (videos, readings, and podcasts)
- ✓ Complete the personality test and activities
- ✓ Submit a learning diary
- ✓ Pass a quiz

After completing this section, participants can **move on to the next phase**, where they will explore career opportunities and industry trends.





Exploring your own values

from Pysähdy, pohdi, toimi s. 17

Through this task, you have the opportunity to explore your own values and how they manifest in your everyday actions.

Write a list of things you consider important as if an outsider were examining your life. What kind of list would they make based on everyday observations of things that seem important to you?

Observations can be made based on

- how and where you spend, for example, time, money, resources
- what you ponder and think about repeatedly
- what you wish for
- what you talk about
- who you spend time with
- how you spend your leisure time
- what you do for work and why

Image 3. Explore what truly matters to you by observing how your values appear in everyday actions – from how you spend time to what you talk about and who you spend time with.

Source: Pysähdy, pohdi, toimi. <https://urn.fi/URN:NBN:fi-fe2023052346483>

Course Section 2: Where to go? Exploring Career Opportunities

Exploring Career Opportunities

In this section, participants will explore **career opportunities and industry trends** in the **tourism, hospitality, and restaurant sectors**.

They will also begin planning their own career paths based on their skills and interests.

Key Content

- > Videos, readings, and lectures on industry trends
- > A podcast on career opportunities
- > A quiz to reinforce learning

Completion Requirements

To earn a **skills badge** and proceed to the next section, participants must:

- ✓ Engage with all materials (videos, readings, and podcasts)
- ✓ Complete all required activities
- ✓ Submit a learning diary
- ✓ Pass a quiz

This section helps participants gain a **clearer understanding of their career options**, preparing them for the next phase – developing job-seeking strategies.



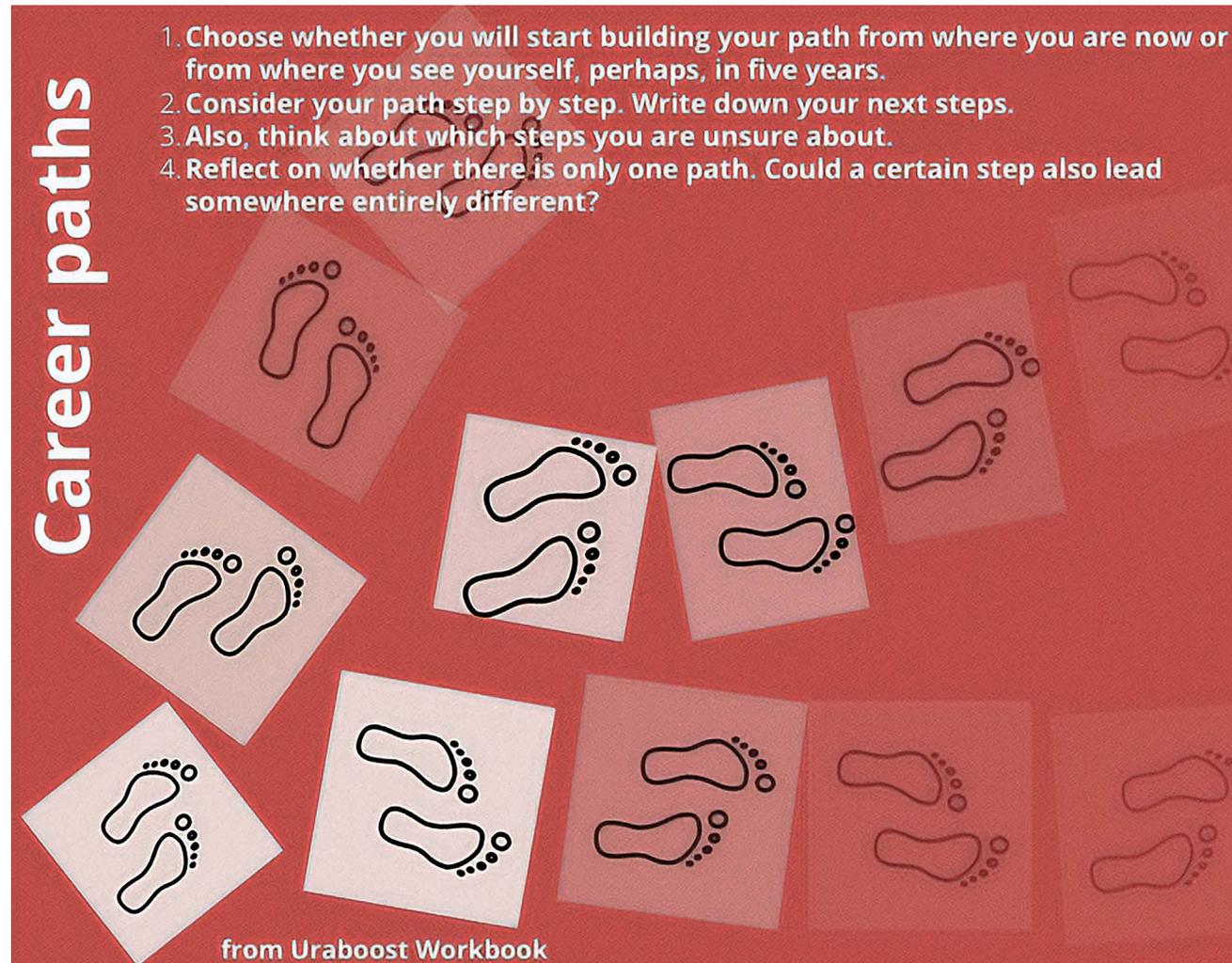


Image 4. Every career journey is unique. Use these prompts to explore possible directions, uncertainties, and unexpected opportunities. Source: Uraboost Workbook. <https://urn.fi/URN:NBN:fi-fe20230907121661>.

Course Section 3: How to do it? Job-Seeking Strategies and Networking

Job-Seeking Skills and Personal Branding

In this section, participants will develop **job-seeking strategies**, learn how to **build a professional network**, and create essential job application materials such as a **CV and digital profile**.

They will also gain insights into **personal branding and decision-making** in career development.

Key Content

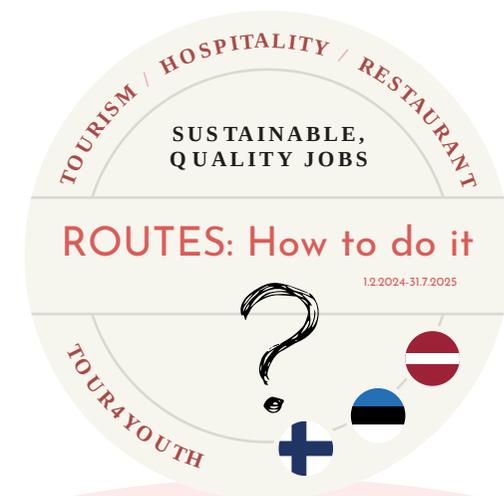
- > Videos, readings, and a lecture on job-seeking strategies
- > Podcasts on personal branding and networking
- > A quiz to test knowledge
- > A digital profile assessment

Completion Requirements

To earn a **skills badge** and proceed to the next section, participants must:

- ✓ Engage with all materials (videos, readings, and podcasts)
- ✓ Complete all required activities
- ✓ Submit a learning diary
- ✓ Test their digital profile

This section equips participants with **practical tools for securing employment**, preparing them for the final phase—taking action toward their career goals.



Course Section 4: How to take the steps? Taking Action Towards Employment

Taking Action - Entering the Workforce

In this final section, participants will explore **how to secure employment and navigate the workplace effectively**.

They will also gain insights into **professional behavior, workplace expectations, and organizational citizenship**, preparing them for a successful transition into working life.

Key Content

- > Videos, readings, and a lecture on employment strategies
- > Podcasts on workplace conduct and career sustainability
- > A quiz to test knowledge

This section marks **the final step in the course**, after which participants will receive their **certificate of completion** and **final skills badge** as recognition of their learning achievements.

Completion Requirements

To earn a **skills badge** and complete this section, participants must:

- ✓ Engage with all materials (videos, readings, and podcasts)
- ✓ Complete all required activities
- ✓ Submit a learning diary
- ✓ Pass a quiz with full points



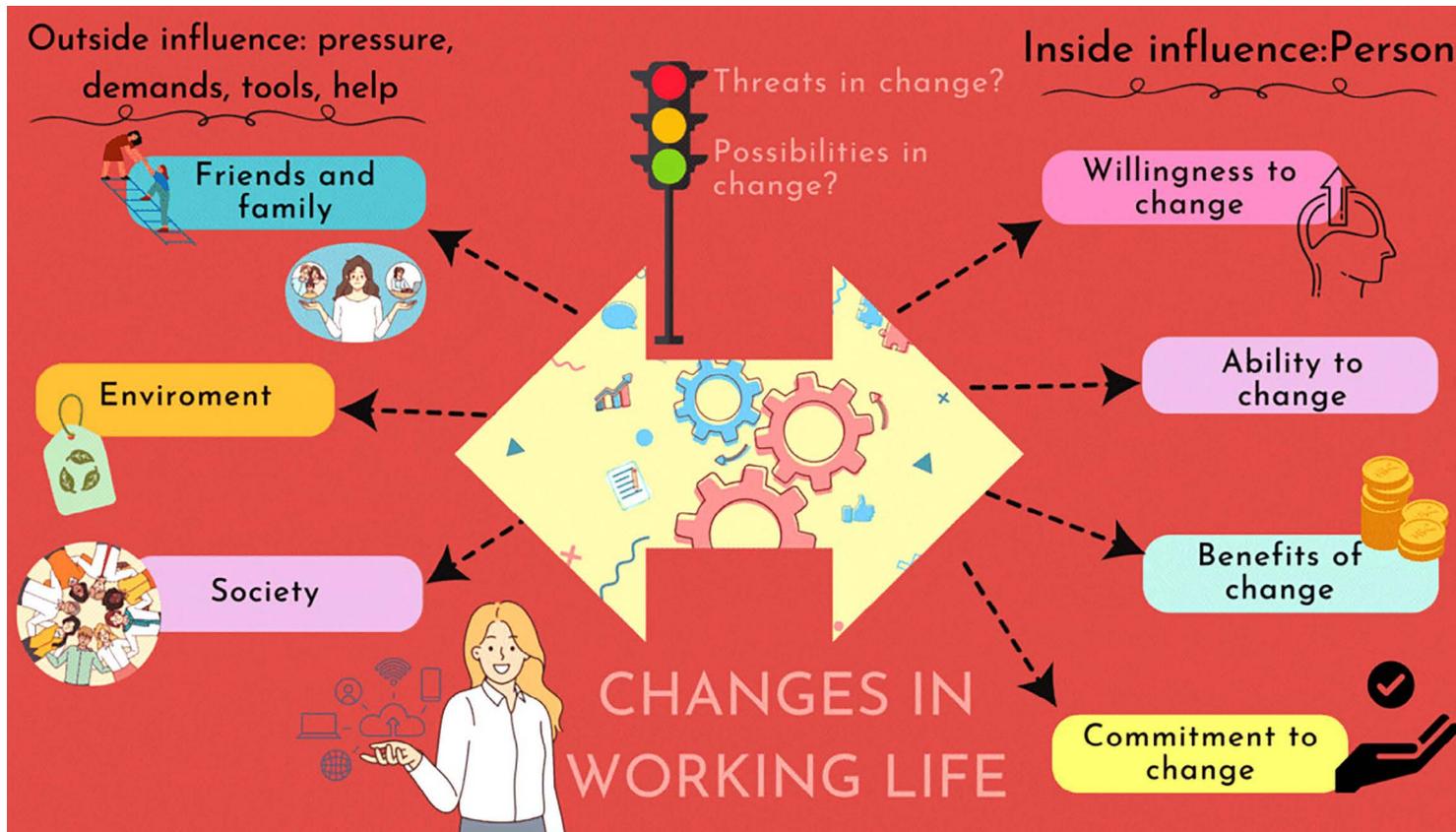


Image 6. Working life changes are shaped by both outside influences like society and family, and personal factors such as willingness and ability to change.

Positive Feedback from Our Participants



Upon taking the online course, the participants were asked to give feedback, for example in the guidance, increasing knowledge, learning, particularly good issues, improvement, material and other.

Section 1

overall grade 4 out of 5 (46%)

"It is a nice way to understand hidden skills inside us. Videos were informative"

"This section helped me to know correctly who I am and my personalities"

Section 2

overall grade 4 (36%) & 5 (36%)

"All the material were so meaningful for me and for my future. Thank you so much"

"This part was more challenging for me than the first one, but I figured everything out"

"Good course to improve our career in future"

Section 3

overall grade 5 (42%)

"Really helped me with networking and job applications"

"Concepts were informative like cover letter, cv, job interview processes, entrepreneur"

Section 4

overall grade 5 (48%)

"I learn such things through this course. it will benefit me a lot in my future life. Thank you"

"This course is really important and effect to success my future career"

The Skills Badges

Once the course is completed, the participants receive the full series of skills badges. The badges can be found on the profile of the participants.



The description of the fifth skills badge:

The owner of this badge has completed the course Career Management in Tourism, Hospitality, and Restaurant sectors.

The owner has proved through quizzes and learning journal submissions, to have an understanding of the requirements in the field to achieve a sustainable, quality career. In addition, they planned their future career paths in the industry. In the course, the owner of the badge has gained:

- > Understanding of skills and personality and ability to market them
- > Understanding important skills in the tourism, hospitality, and restaurant field
- > A toolset to plan a meaningful career matching your career aspirations in the tourism, hospitality, and restaurant fields (e.g., CV, job application template)

- > Understanding of different career paths and also starting an own business
- > Establishing own career goals
- > Knowledge about how to build a social network to progress in the career
- > Knowledge about the practical issues of the labor market and working abroad

The course was a part of the Tour4Youth project, which was co-funded by the European Union Interreg Central Baltic Programme.

- > Badge one: Self-awareness badge
- > Badge two: Career Awareness in Tourism
- > Badge three: Awareness of working life
- > Badge four: Awareness of personal branding and job searching

The Certificate

Once the participants have successfully completed all of the completion requirements, they can download the certificate of the course from the section “Completing the course”.



Image 7. Certificate of completion.

Here is How to Join

Instructions

The participants are instructed to register for the course using their name and a valid email address. They will immediately receive a registration validation email, and upon validation, they may begin the course.

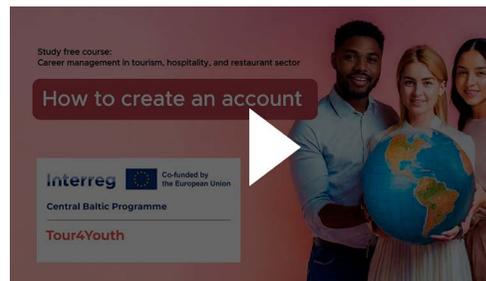
The participants may complete the course in sections or smaller parts and return later to continue and complete the course at their own pace.

Scan to join the course

The course is available at:

<https://samkmoodle.samk.fi/course/view.php?id=527>

Enrollment key: **tour4youth**



Video Instructions:

tour4youth.eu/instructions/



Scan to watch the instruction video

Why Recommend the Course?

1. Career-Readiness

The course blends self-reflection, strategic career planning, and concrete job-seeking skills.

Participants identify their strengths, learn about industry trends, create application materials (CVs, cover letters), and practice networking—all while gaining confidence in their career choices.

2. Flexible Learning

Offered entirely online and accessible 24/7, participants can complete the course in four clearly structured sections at their own pace.

3. Skills Badges and Certificate (5 ECTS)

Each section awards a skills badge, providing digital recognition of competencies. Upon full completion, participants earn a 5 ECTS certificate, increasing their employability and making their acquired skills visible to employers and educational institutions.

4. Positive Participant Feedback

Feedback shows strong satisfaction across all four sections, with most participants rating the content as highly beneficial. Comments praise the course's clarity, practical value, and positive impact on their career confidence.



5. Enhancing English skills

The course offers an excellent opportunity to enhance English comprehension and vocabulary in a professional context.

6. Free of Charge

Supported by the Interreg Central Baltic Programme until at least October 2030, the course is freely available. No costs, no hidden requirements – just structured, career-enhancing education.

Notes



Interreg



Co-funded by
the European Union

Central Baltic Programme

Tour4Youth

The course is provided by the Tour4Youth project, which is funded by the Interreg Central Baltic Programme. The course is supported by the project until 31.10.2025, and it is available at least until 31.10.2030.

Project is implemented by:

- Satakunta University of Applied Sciences, Finland (Lead Partner)
- Kurzeme Planning Region, Latvia (Project Partner)
- TE Office, Finland (Project Partner)
- Vidzeme University of Applied Sciences, Latvia (Project Partner)
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