

BEM Micro-credential



BEM content (for all partners)	Title/name of the credential	Rural Tourism Digital Promoter (Digital Marketing for Rural Tourism)
	Function of the micro-credentials / purpose	<p>Specialisation / Upskilling</p> <p>This micro-credential provides learners with the essential digital marketing skills needed to promote rural tourism effectively. Designed for individuals and businesses in rural areas, the program emphasizes leveraging digital tools to attract visitors, enhance the visibility of local attractions, and support sustainable tourism development. Learners will gain in-depth knowledge of digital marketing strategies, including managing social media campaigns, designing email newsletters, and optimizing profiles on booking platforms. The micro-credential also prioritizes sustainability by integrating green tourism practices into digital campaigns. Participants will learn to highlight eco-friendly initiatives such as farm-to-table practices, renewable energy use in accommodations, and waste reduction programs.</p>
	Possible target groups	<ul style="list-style-type: none"> • Rural tourism operators and small business owners. • Entrepreneurs in the tourism sector. • NGOs and local government employees in rural development. • Freelancers and consultants specializing in digital marketing or tourism. • Students in tourism, marketing, or hospitality studies.
	Branch/sector of application	<ul style="list-style-type: none"> • Digital Marketing • Tourism and Hospitality

		<ul style="list-style-type: none"> • Rural Development
	Fields of application / work environment	<ul style="list-style-type: none"> • Rural tourism businesses (e.g., farms, eco-lodges, guesthouses). • Marketing agencies supporting rural tourism. • Non-governmental organizations (NGOs) focused on rural development and tourism.
	Typical work/professional tasks	<ul style="list-style-type: none"> • Designing and executing social media campaigns to promote rural destinations. • Managing booking platforms (e.g., Airbnb, Booking.com) to ensure visibility and guest satisfaction. • Creating and distributing email newsletters with special offers and updates. • Producing high-quality visual content (e.g., photos, videos) for digital platforms. • Collaborating with local businesses to create tourism packages. • Analyzing digital marketing performance using tools like Google Analytics or Facebook Insights.

	<p>Learning outcomes (personal and job related)</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> • Principles and strategies of sustainable tourism marketing and their applications. • Core algorithms and tools of leading social networking platforms. • Features and functionalities of online booking platforms and reservation systems. 	<p>Skills:</p> <p>Computer Skills</p> <ul style="list-style-type: none"> • Proficiency in managing social media profiles on platforms such as Facebook, Instagram, and Twitter. • Competence in using email marketing tools like MailChimp for designing and distributing newsletters. • Familiarity with analytics tools for assessing the effectiveness of marketing campaigns. <p>Job Skills</p> <ul style="list-style-type: none"> • Setting up and managing profiles on booking platforms (e.g., Airbnb, Booking.com) to attract guests. 	<p>Competences</p> <ul style="list-style-type: none"> • Independently apply social media and booking platform tools to enhance marketing and operational effectiveness. • Demonstrate responsibility for maintaining up-to-date, visually appealing, and accurate online profiles and listings. • Coordinate sustainable tourism principles with digital marketing strategies to ensure ethical and effective outreach. • Cultivate professional communication skills to manage customer relations and respond to feedback effectively. • Take initiative in monitoring and optimizing digital campaigns for continuous improvement in guest engagement and business outcomes.
--	---	--	---	---

			<ul style="list-style-type: none">• Designing and executing paid advertisement campaigns on social media platforms.• Crafting compelling content, such as descriptions and visuals, for listings and marketing campaigns.• Regularly updating listings with high-quality photos, detailed descriptions, and accurate availability calendars. <p>Personal Skills</p> <ul style="list-style-type: none">• Effective communication for responding to inquiries and engaging with customers online.• Adaptability and problem-solving in maintaining a positive online reputation through	
--	--	--	---	--

			<p>prompt responses to reviews and feedback.</p> <ul style="list-style-type: none">• Creativity in developing engaging and unique marketing content.• Responsibility in ensuring compliance with sustainable tourism principles and ethical practices.	
--	--	--	---	--

--	--	--	--	--

	Validation	<p>Criteria</p> <ul style="list-style-type: none"> • Successful setup and management of a professional social media presence. • Creation and execution of a complete digital marketing strategy for a rural tourism business. • Submission of a portfolio including: <ul style="list-style-type: none"> • Social media posts and ad campaigns. • Email newsletters or marketing campaigns. • A developed profile on a booking platform with high-quality visuals and descriptions. 	<p>Procedures</p> <ul style="list-style-type: none"> • Formation of Examination Committee • Development of a practical project on a given topic • Practical assessments by marketing and tourism professionals. • Feedback from test audiences or mentors on digital campaigns. • Online quizzes covering digital marketing principles and sustainability practices. • Evaluation of troubleshooting scenarios (e.g., handling double bookings, managing online reviews).
	Recognised/accepted (documented by MoU)	<p>VET Centre Examination Centre Name of companies: RDA for Bjelasica, Komovi and Prokletije Tourist organisation Berane</p>	
	Provider(s)	<p>Vocational schools Professional training centres NGOs specializing in tourism and rural development.</p>	
Additional information	Entry level / prerequisites	<ul style="list-style-type: none"> • Basic knowledge of digital marketing principles. • Interest in rural tourism and online tools. 	

<p>(if needed)</p>	<p>Possible duration (recommendation)</p>	<ul style="list-style-type: none"> • Familiarity with computers and social media platforms. • Theoretical Learning (20 hours): Digital marketing fundamentals and sustainable tourism. • Practical Training (30 hours): Social media management, content creation, and booking platform optimization. • Self-Study (20 hours): Designing campaigns and developing promotional content. • Assessment (10 hours): Portfolio preparation and presentation. <p>Total Hours: 80 hours</p>
<p>Specific content (national) (if needed)</p>	<p>Position in the chain of educational programmes</p> <p>Reference to NQF Aligned with Montenegro's National Qualifications Framework (NQF) level relevant to professional upskilling in tourism and marketing.</p> <p>Credits 3,5 ECTS</p>	<p>Level III-IV of NQF</p>