



Promoting Core VET skills and competences for unskilled and semi-skilled employees in the tourism sector

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CORE-VET: At a glance

- **8 partners, 5 countries (Croatia, Greece, Cyprus, Austria, Romania)**
 - Institute for Tourism, Zagreb, **Croatia** – *Applicant organization*
 - Militos Consulting, Athens, **Greece** – *Management coordinator*
 - Zagreb School for Hotel and Tourism, Zagreb, **Croatia**
 - BEST Institut für berufsbezogene Weiterbildung und Personaltraining, Vienna, **Austria**
 - Hellenic American Union, Athens, **Greece**
 - Educational Excellence Corporation, Nicosia, **Cyprus**
 - RNDO, Nicosia, **Cyprus**
 - STEJAR Center of Research, Development and Excellence, Bucharest, **Romania**



CORE-VET: At a glance

- **7 Work Packages**
- **29 official deliverables**
- **Duration: 01.11.2012 – 31.10.2014**
- **Total Budget: 325.479,29 €**
- **EU funding (75%): 244.109,20 €**



CORE-VET: At a glance

- Leonardo da Vinci – Transfer of Innovation
- **Adopt and transfer** the identified innovative training materials (BEST: Basic Skills)
- Provide unskilled and low skilled workers with a flexible, interactive and user friendly **e-learning platform**
- Focus on three specific occupational fields in tourism sector:
 - Reception and Front office services
 - Restaurant and Bar Services
 - Housekeeping Services

Work Packages

- WP1: Project Management (MILITOS, M01 – M24)
- WP2: Quality Assurance and Evaluation of Project Results (BEST, M01 – M24)
- WP3: Needs analysis and Transferability Analysis (IZTGZ, M02 – M07)
- WP4: Adaptation and specialization of Training Content (EDEX, M07 – M14)
- WP5: Customization & Pilot Implementation and Testing (HAU, M14 – M23)
- WP6: Dissemination (MILITOS, M01 – M24)
- WP7: Exploitation and Sustainability (IZTGZ, M13 – M24)

WP3: NEEDS ANALYSIS AND TRANSFERABILITY ANALYSIS

Tasks:

- 1. Good practice examples**
- 2. Needs assessment – employers' perspective (focus groups)**
- 3. Needs assessment – employees' perspective (survey)**

Results and lessons learned:

- ⇒ low level of awareness of the basic skills deficiencies among policy makers, educators, employers and general public**
- ⇒ the employees are aware of their training needs in basic skills; they express desire for the basic skills training**
- ⇒ start from the widely accepted definition of basic skills as reading, writing and numeracy but also include the ICT, personal and social skills**

WP4: ADAPTATION AND SPECIALIZATION OF TRAINING CONTENT (1)

- 1. Production of adapted curriculum and training material for three occupational fields**
 - Reception and Front Office (EDEX)
 - Housekeeping (HTS)
 - Restaurant and bar (IT)
- 2. Integration of learning material into a Virtual Learning Environment**
- 3. Production of a handbook for trainers/teachers**

WP4: ADAPTATION AND SPECIALIZATION OF TRAINING CONTENT (2)

BASIC SKILLS

FOOD AND BEVERAGE SERVICE

Manuals

(English,
Croatian,
Greek)

READING LABELS ON WINE BOTTLES

How to Read a Restaurant Wine List

Wine lists today are grouped by type or flavor. On most lists wine is listed in sequential order starting with the sweetest and most mild wine progressing to the fuller and drier in taste wines.

Sometimes the wines are listed in reverse order – from red wines to sparkling ones.

Begin at the top of the list. First check out the champagnes or bubbles which you will find listed in order from mildest to strongest. Then are the sweet white wines which are commonly called blush wines and will start with the sweetest ending with the least sweet. These will be your aromatic and fruity wines including the White Zinfandels and Reislings.

- Move on to the dry light to medium intensity white wines which are bright and crisp with bolder flavors. These wines will be listed from mildest to strongest and will include Fume Blanc, Sauvignon Blanc, Pinot Gris and Pinot Grigio. For something a little more intense move on to the dry, medium to full, intense white wines. These wines will be listed in order from milder to strongest. This is where you will find Chardonnay and perhaps a Sauvignon Blanc or two with a very fruity, luscious, strong finish.
- Move on to the red wines. To begin, you will find the dry light to medium intensity red wines. This includes Pinot Noir, Merlot, Shiraz and some of the milder Cabernet Sauvignons. These wines will range from fruity with a light body to a powerful fruit taste. The mild and mellow wines are the Bordeaux wines. For something a little richer move over to the dry medium to full intensity red wines. This is where you will find most of the Cabernet Sauvignons and Red Zinfandel. Most lists will also have Meritage and Syrah wines. These wines will be soft, spicy fruity and bold in flavor/finish.



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BASIC SKILLS

FOOD AND BEVERAGE SERVICE



Test Your Knowledge

Choose the best answers for the dining room service questions:
(The correct answers are at the bottom of the page.)

- In an extremely busy restaurant, the best way to keep newly arriving customers from leaving to dine elsewhere is to:
 - a) offer menus to waiting customers to pass the time
 - b) tell the customers that the wait time for an open table is less than what it really is
 - c) appear hurried at the Front Door of the restaurant
 - d) politely ask customers to step over to the bar or waiting area, offer menus to pass the time, and possibly offer some complimentary items (bar snacks, simple appetizers, cocktails, etc.) to keep them from leaving the restaurant
- Menu knowledge is very important for the wait staff in providing excellent service because:
 - a) customers can be alerted to dietary restrictions
 - b) it's essential for the up selling of menu items
 - c) customers have more confidence in a knowledgeable and helpful waitperson
 - d) all answers
- For maximum usage and efficiency, the menu descriptions must:
 - a) be posted in an inconspicuous area for quick reference by the dining service
 - b) include all of the major ingredients in the dishes
 - c) be printed up clearly and made available to all waitstaff and food-runners with extra copies made available for all new employees
 - d) all answers
- For maximum usage and efficiency, the dining room floor diagrams, including table numbers and position points, must be:
 - a) printed up clearly, posted in an in conspicuous area for quick reference, and handed out to all dining room staff with extra copies available for all new employees
 - b) kept only as a final reference for any disputes
 - c) posted in the restaurant office area to be used for quick access

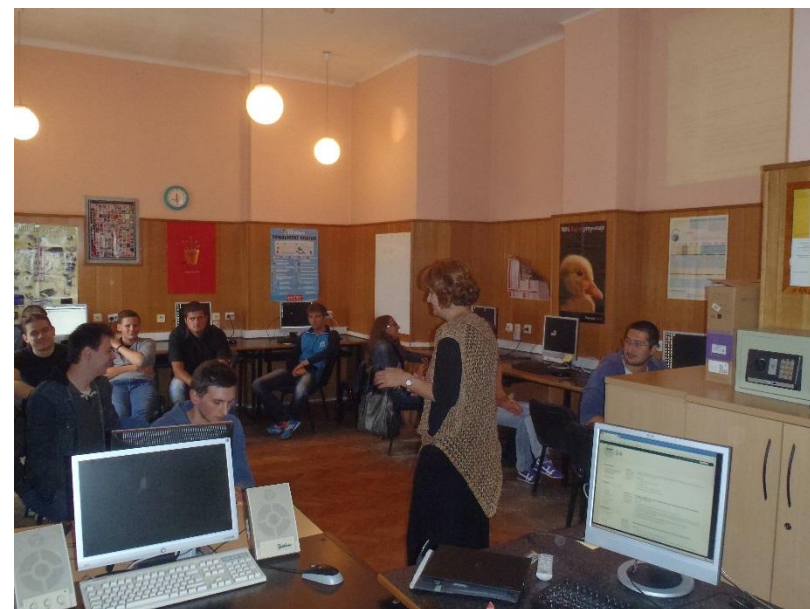
WP5: CUSTOMIZATION & PILOT IMPLEMENTATION AND TESTING (1)

E-learning platform

<http://e-learning.hr.corevet.eu/>

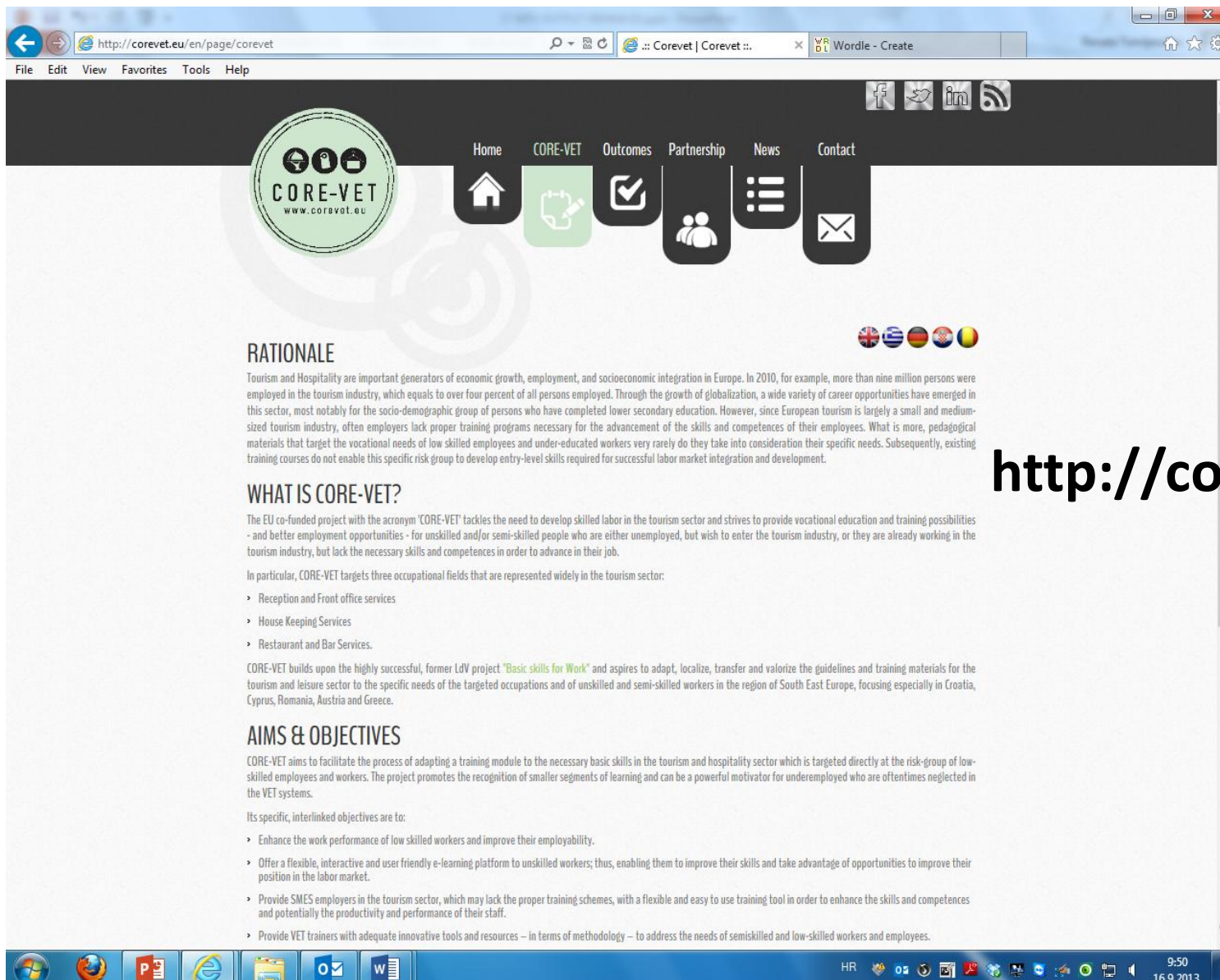


WP5: CUSTOMIZATION & PILOT IMPLEMENTATION AND TESTING (2)



WP6: DISSEMINATION

- **Project Management Plan**
- **Communication platform – partner mailing lists, stakeholder mailing list, templates....**
- **Press-release**
 - Start of the project
 - Announcement of research
- **Dissemination tools**
 - Brochure
 - Poster
 - Web-page



http://corevet.eu/en/page/corevet

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RATIONALE

Tourism and Hospitality are important generators of economic growth, employment, and socioeconomic integration in Europe. In 2010, for example, more than nine million persons were employed in the tourism industry, which equals to over four percent of all persons employed. Through the growth of globalization, a wide variety of career opportunities have emerged in this sector, most notably for the socio-demographic group of persons who have completed lower secondary education. However, since European tourism is largely a small and medium-sized tourism industry, often employers lack proper training programs necessary for the advancement of the skills and competences of their employees. What is more, pedagogical materials that target the vocational needs of low skilled employees and under-educated workers very rarely do they take into consideration their specific needs. Subsequently, existing training courses do not enable this specific risk group to develop entry-level skills required for successful labor market integration and development.

WHAT IS CORE-VET?

The EU co-funded project with the acronym "CORE-VET" tackles the need to develop skilled labor in the tourism sector and strives to provide vocational education and training possibilities - and better employment opportunities - for unskilled and/or semi-skilled people who are either unemployed, but wish to enter the tourism industry, or they are already working in the tourism industry, but lack the necessary skills and competences in order to advance in their job.

In particular, CORE-VET targets three occupational fields that are represented widely in the tourism sector:

- › Reception and Front office services
- › House Keeping Services
- › Restaurant and Bar Services.

CORE-VET builds upon the highly successful, former LdV project "Basic skills for Work" and aspires to adapt, localize, transfer and valorize the guidelines and training materials for the tourism and leisure sector to the specific needs of the targeted occupations and of unskilled and semi-skilled workers in the region of South East Europe, focusing especially in Croatia, Cyprus, Romania, Austria and Greece.

AIMS & OBJECTIVES

CORE-VET aims to facilitate the process of adapting a training module to the necessary basic skills in the tourism and hospitality sector which is targeted directly at the risk-group of low-skilled employees and workers. The project promotes the recognition of smaller segments of learning and can be a powerful motivator for underemployed who are oftentimes neglected in the VET systems.

Its specific, interlinked objectives are to:

- › Enhance the work performance of low skilled workers and improve their employability.
- › Offer a flexible, interactive and user friendly e-learning platform to unskilled workers; thus, enabling them to improve their skills and take advantage of opportunities to improve their position in the labor market.
- › Provide SMES employers in the tourism sector, which may lack the proper training schemes, with a flexible and easy to use training tool in order to enhance the skills and competences and potentially the productivity and performance of their staff.
- › Provide VET trainers with adequate innovative tools and resources – in terms of methodology – to address the needs of semiskilled and low-skilled workers and employees.



<http://corevet.eu/en>



Brochure

RECEPTION FRONT OFFICE

HOUSE KEEPING

RESTAURANTS BARS

Tourism and Hospitality are important generators of economic growth, considerable revenue stream, employment opportunities, and socioeconomic integration in Europe.

LET THE NUMBERS SPEAK!

In 2010, for example, more than **9,000,000** persons were employed in the tourism industry.

4% of all persons employed

This means that the tourism sector is also capable of creating **100,000 new jobs per year.**

With **2,000,000** enterprises in Europe, the tourism sector is responsible for **7,000,000 jobs** in the core industry and **20,000,000 jobs** in total in the related economy.

However, since European tourism is largely a small and medium-sized tourism industry, employers often lack proper training programs necessary for the advancement of the skills and competences of their employees, whereas larger hotel chains have Human Resources Development structures including in-house and on-the-job-training.

► This is what the EUROPEAN PROJECT CORE-VET is all about

Providing VET possibilities and better employment opportunities in tourism for unemployed people and underperforming employees with limited qualifications, by improving their skills and competences in three occupational areas: Reception and Front Office Services, House Keeping Services, and Restaurant and Bar Services.

CORE-VET will produce an innovative training tool, accessible through an interactive e-learning platform, providing a flexible, user friendly and self-development environment for the learners, focusing especially on the context of their professional activity. Videos, animations and various visual aids are the e-learning platform's basic characteristics aiming to facilitate the training process.

Targeting to better employment opportunities in tourism and hospitality, 8 partners from Croatia, Cyprus, Greece, Romania, and Austria join their expertise to design and develop an interesting training material fulfilling the unemployed people and underperforming employees in tourism and hospitality sector needs.

RECEPCIJA

DOMAĆINSTVO

RESTORAN I BAR

Turizam i ugostiteljstvo važan su pokretač ekonomskog rasta, značajan izvor prihoda i radnih mjesta te mehanizam socio-ekonomske integracije u Europi.

NEKA BROJEVI GOVORE!

Primjerice, u 2010. u turizmu je bilo zaposleno više od **9,000,000 ljudi.**

4% ukupno zaposlenih

Turistički sektor može kreirati **100,000 novih radnih mjesta godišnje.**

S **2,000,000** poduzeća u Europi, turistički sektor odgovoran je za **7,000,000 radnih mjesta** te, posredno, **20,000,000 radnih mjesta** koja o njemu ovise.

Ipak, budući da u europskom turizmu posluju uglavnom mali i srednji poduzetnici, poslodavcima često nedostaju odgovarajući programi za razvoj vještina i kompetencija njihovih djelatnika, dok veliki hotelski lanci imaju uspostavljenu strukturu za razvoj ljudskih resursa uključujući vlastite programe usavršavanja i obuke na radnom mjestu.

► Upravo je zato osmišljen EUROPSKI PROJEKT CORE-VET

Osigurati nezaposlenima te dijelu zaposlenih bez potrebnih kvalifikacija mogućnost strukovnog obrazovanja i bolje mogućnosti zapošljavanja unapređenjem njihovih vještina i kompetencija za obavljanje poslova u recepcijskom poslovanju, domaćinstvu te restoranu i baru.

CORE-VET će proizvesti inovativne obrazovne materijale dostupne kroz interaktivnu platformu za e-učenje koja će biti laka za korištenje, fleksibilna i poticati samorazvoj polaznika u kontekstu njihove profesionalne aktivnosti. Video, animacije i razni vizualni alati bit će temeljna obilježja ove platforme e-učenja osmišljene tako da potiču ovaj obrazovni proces.

Trećeći unaprijediti mogućnosti zapošljavanja u turizmu i ugostiteljstvu, 8 partnera iz Hrvatske, Cipra, Grčke, Rumunjske i Austrije udružili su svoju stručnosti kako bi osmislili i razvili inovativne obrazovne materijale koji će zadovoljiti obrazovne potrebe nezaposlenih osoba koji žele raditi u turizmu i ugostiteljstvu te dijelu zaposlenih u ovom sektoru čije su mogućnosti razvoja i napredovanja ograničene uslijed nedostatka odgovarajućih vještina, znanja i kompetencija.

ΥΠΟΔΟΧΗ

ΥΠΗΡΕΣΙΑ ΟΡΟΦΩΝ

ΕΣΤΙΑΤΟΡΙΑ & ΜΠΑΡ

Ο τουριστικός και ξενοδοχειακός κλάδος αποτελεί τον μεγάλο οικονομικής ανάπτυξης, πηγή εισόδων, απασχόλησης και κοινωνικοοικονομικής ολοκλήρωσης στην Ευρώπη.

ΑΣ ΜΙΛΗΣΟΥΝ ΟΙ ΑΡΙΘΜΟΙ!

Το 2010, περισσότερα από **9,000,000 άτομα** απασχολούνταν στην τουριστική βιομηχανία.

4% του συνολικού εργατικού δυναμικού

Ο τουριστικός κλάδος έχει δυνατότητα δημιουργίας **100,000 νέων θέσεων εργασίας το χρόνο.**

Με **2,000,000** επιχειρήσεις στην Ευρώπη, ο τουριστικός κλάδος απασχολεί **7,000,000 θέσεις** εργασίας στην τουριστική βιομηχανία και **20,000,000 θέσεις** εργασίας σε σχετικές οικονομικές δραστηριότητες.

Καθώς η ευρωπαϊκή τουριστική βιομηχανία αποτελείται κυρίως από μικρομεσαίες επιχειρήσεις, οι εργοδότες συχνά δεν έχουν προσέβαση σε κατάλληλα προγράμματα κατάρτισης για τη βελτίωση των δεξιοτήτων και των ικανοτήτων των εργαζομένων τους. Αντίθετα, μεγαλύτερες ξενοδοχειακές αλυσίδες διαθέτουν δομές ανάπτυξης ανθρώπινου δυναμικού, που περιλαμβάνουν ενδοεπιχειρησιακά προγράμματα και εκπαιδευτικά.

► Αυτός είναι και ο σκοπός του ΕΥΡΩΠΑΪΚΟΥ ΕΡΓΟΥ CORE-VET

Να προσφέρει δυνατότητες επαγγελματικής εκπαίδευσης και κατάρτισης και καλύτερες ευκαιρίες απασχόλησης στον τομέα του τουρισμού για τους άνεργους και για εκείνους τους εργαζομένους που διαθέτουν περιορισμένα προσόντα και χαμηλή απόδοση, βελτιώνοντας τις γνώσεις και τις δεξιότητές τους σε τρεις επαγγελματικές κατηγορίες: Υπηρεσίες Υποδοχής, Οροφοπαραγωγής και Χώρων Μαζικής Εστίασης και Μπαρ.

Το CORE-VET θα παράγει ένα καινοτόμο εκπαιδευτικό εργαλείο που θα είναι διαθέσιμο μέσω διαδικτυακής ηλεκτρονικής πλατφόρμας, και το οποίο θα παρέχει ένα ευέλικτο, ψηφιακό προς τον χρήστη περιβάλλον προσωπικής ανάπτυξης, εστιάζοντας στις συνθήκες της επαγγελματικής δραστηριότητας του. Η εκπαιδευτική διαδικασία θα διευκολύνεται από βίντεο, κινούμενα σχέδια και άλλα οπτικά βοηθήματα.

Σταθεύοντας σε καλύτερες ευκαιρίες απασχόλησης στον τουριστικό και ξενοδοχειακό κλάδο, 8 εταίροι από την Κροατία, την Κύπρο, την Ελλάδα, τη Ρουμανία και την Αυστρία ενώνουν την πείρα τους για το σχεδιασμό και την ανάπτυξη ενδοεπιχειρησιακών εκπαιδευτικών υλικών που θα αναπαράγονται στις ανάγκες των νέων και των εργαζομένων με χαμηλή απόδοση προσόντων στον τουριστικό και ξενοδοχειακό κλάδο.



Lifelong Learning Programme



AGENCY FOR MOBILITY AND EU PROGRAMMES

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Core-Vet exploitation and sustainability based on:

The long term sustainability of tourism depends on quality workforce:

- ✓ Study after study on tourism satisfaction tells us that one of the most important contributor to visitor satisfaction is **friendly staff**
- ✓ Staff feeling confident in their skills and abilities will deliver **excellent service**
- ✓ With fast changing environment only **continuous education** will ensure that staff members acquire new and broader range of skills



Core-Vet exploitation and sustainability based on:

Therefore, key challenge for the industry is to:

- ✓ attract dedicated workforce and **continuously develop their skills**, especially important as the industry, due to its below-average wages and unfavorable working hours, often attracts people with low-skill levels



Core-vet addresses these challenges by:

- ⇒ Improving the skills, knowledge and competencies of the low-skilled workers enabling them to perform their job better and move up the career ladder through **well-designed educational material** built on sound skill needs research and **modern teaching approach**
- ⇒ Facilitating **wide-ranging access to the training material** for learners, teachers and employees through **e-teaching approach** promoting learning any-time and anywhere at the speed self-paced by learners
- ⇒ Made learning material available to **a huge number of micro and small businesses** that prevail in tourism and hospitality sector that, traditionally, do not have access to most of the training courses provided commercially



Thank you!