

Trans-national comparative matrix (deliverable no. 2.3)

**Analytical description of the
professional qualifications (training
profiles) to be tested in the
experimentation
(deliverable no. 2.4)**



ECVET system for No borders in tourism hospitality European Training and Work

N.E.T. WORK

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The project

The project N.E.T.WORK is one of eleven European ECVET pilot projects with the following general objectives:

- to constitute and consolidate a partnership among organizations able to create and share a common operational framework for the development and testing of the ECVET system;
- to carry out experimental interventions within the ECVET system with reference to the specific target of beneficiaries of vocational training pathways and eventual mobility projects, in the sector of tourism and hospitality management with a particular focus on the reception areas in hotel and alternative lodging structures;
- to define and implement specific ECVET techniques and produce methodologies, specifications, guidelines and a handbook;
- to empower systems mainstreaming interventions in order to contribute to strengthening the results of the general ECVET system in a wider EU context.

The partnership is represented by:

- Centro Italiano di Studi Superiori sul Turismo e sulla Promozione Turistica (CST) - Italy
- Coordinator
- Provincia di Perugia - Italy
- Sviluppo & Competenze (SV&CO) - Italy
- Federazione delle Associazioni Italiane Alberghi e Turismo (Federalberghi) - Italy
- Association France-Europea - France
- CONSULTIS - Consultoria Empresarial, Unipessoal, Lda - Portugal
- Centra RS za poklicno izobraževanje (CPI) - Slovenia

Work package nr. 2 - Description and Selection of the training profiles to be tested in the experimentations

This work package represented a preliminary research phase and was aimed at structuring the descriptive outlines containing indispensable elements for the comparison and definition of common elements/points of the training profiles selected in the reference work area (work processes, work activities, position within the organisational



work-chart, training pathways required and/or educational qualification required, level in the national collective contract, etc).

Each partner country has supplied a description of the training profiles, following the above-mentioned outline through two steps and research modalities:

1. desk research, which was carried out through the analysis of the existing national repertories (IFTS systems, EU repertories, V.A.E. system, etc) in each partner country, with a special focus on the vocational/professional training system;
2. field research: which was carried out through field observations and interviews of at least five operators filling those roles (according to hotel classification identified and shared as part of the previous desk research), for each partner country.

Context of work

The present work followed the methodological and operational indications defined in the Research Tool-kit and guidelines (deliverable no. 2.1), which has allowed us to analyse the reference training systems of the partnership nations, and was designed to allow for the effective comparison of results. Through the Kit, the same analysis structure was used by the partnership in the realisation of the national desk and field researches.

The desk research called for the documentary analysis of the national repertories of tourism industry training profiles, specifically of the hotel hospitality sector in each partner nation, with particular attention to the systems of vocational education and training. The field research called for field observations, with at least five interviews, for each partner nation, of operators with roles in reception in the various types of hospitality structures identified and confirmed in the desk research.

The researches objectives were:

1. to provide general information about certain context features in relation to the area of intervention of the project, in the way they appear in the real situation existing in the different Partner countries;
2. to introduce a series of training profiles derived from National and/or Regional/Local Repertories of the Partner countries, in order to set up a first

comparative analysis of the frameworks of competences represented in these repertories;

3. to provide a synthetic description of certification systems existing in the various Partner countries in relation to the different vocational training pathways available for the selected training profiles, paying particular attention to competence evaluation/certification systems.

Methodology

From a comparison of the different elements emerging from the preliminary analysis and from discussions during the partnership meeting, training profiles at the end of the formal learning paths existing in the area “Reception and client welcoming within hospitality structures” were identified to be tested within the national ECVET context. For this purpose, training profiles have been chosen that are equivalent both in terms of formal EQF level (IV-V) and of the number of years of instruction/training (12-15). The following table contains the selected training profiles:

Nation	Training profile
France	Provider of Hospitality & Accommodation in Agrotourism
Italy	Tecnico superiore per l’assistenza alla direzione di strutture ricettiva
Portugal	Head Receptionist
Slovenia	Receptionist

Then, for each figure, the area of activity (macro competences) has been identified by the partners, on the basis of a common shared framework, in function of the homogenization of contents as well as of the coherence of the reference competences. The output of this work is matrix 1.



The next step was to construct the common shared framework of the macro-competences (matrix 2), selecting four elements common to the profiles.

Finally, each common macro-competence has been described in terms of Knowledge, Skill and Competence (Framework KSC), according to the document “ECVET – Principles and Technical Specifications” annexed to the Recommendation of the European Parliament and of the Council of 18 June 2009 on the establishment of a European Credit System for Vocational Education and Training (ECVET): “ ... *learning outcomes means statements of what a learner knows, understands and is able to do on completion of a learning process and which are defined in terms of knowledge, skills and competence ...*” (page 14)-

This process will allow us to set up a process for the recognition of the learning outcomes and units that can be unitarily experimented within the institutional learning pathways “by competences”, in coherence with an ECVET system.

Matrix 1: Macro-competences defined within the training paths indicated by the partners with generic reference to EQF 4 - 5-area Reception and client welcoming

EXPERIMENTATION AREA			
PROVIDER OF HOSPITALITY & AC-COMODATION IN AGRITOURISM (FR)	TECNICO SUPERIORE PER L'ASSISTENZA ALLA DIREZIONE DI STRUTTURE RICETTIVA (IT)	HEAD RECEPTIONIST (PT)	RECEPTIONIST (SI)
Is able to:	is able to:	is able to:	is able to:
= welcome and inform the client = keep in mind the client's motivations and expectations	= handle the operational running of the department, according to parameters of efficiency, effectiveness and quality	= develop, when necessary, the activities of the Hotel Receptionist, namely the operations of reservations, "check-in" and "check-out", the provision of information and customer support, and responding to complaints and suggestions	= welcome guests and conduct other services according to standards of good business manners = handle management of rooms and manage and keep records

<p>= inform the clientele about the possibilities offered by the territory</p> <p>= adapt the services to the expectations of targeted customers</p>			<p>= inform and give advice to guests on services and events in the local environment</p>
	<p>= manage efficient relations between departments in the hotel</p>		<p>= maintain efficient communication with other departments in the hotel</p>
	<p>= manage the assigned staff</p> <p>= choose appropriate ways for organizing his/her and, as necessary, staff activities in the hotel reception department</p>	<p>= plan the activities of the hotel reception department</p> <p>= guide and coordinate the staff of the reception service</p>	<p>= analyse, plan and organize his work</p>
<p>= apply commercialisation techniques regarding the farm tourism sector</p>	<p>= develop and implement promotion and commercialisation activities, using statistical control instruments.</p> <p>= monitor production processes</p>	<p>= participate in the commercial effort of the hotel and in monitoring the results of the accommodation service</p>	<p>= perform financial assignments and execute commercial activities and ensure quality control of the services and work conducted</p>

Matrix 2: Common macro-competences defined within the training paths indicated by the partners with generic reference to EQF 4 - 5- area Reception and client welcoming

EXPERIMENTATION AREA			
PROVIDER OF HOSPITALITY & AC-COMODATION IN AGRITOURISM (FR)	TECNICO SUPERIORE PER L'ASSISTENZA ALLA DIREZIONE DI STRUTTURE RICETTIVA (IT)	HEAD RECEPTIONIST (PT)	RECEPTIONIST (SI)
Is able to:	is able to:	is able to:	is able to:
	① handle the operational running of the department, according to parameters of efficiency, effectiveness and quality		
			② inform and give advice to guests on services and events in the local environment
			③ maintain efficient communication with other departments in the hotel

	<p>④ choose appropriate ways for organizing his/her and, as necessary, staff activities in the hotel reception department</p>		
			<p>⑤ perform financial assignments and execute commercial activities and ensure quality control of the services and work conducted</p>

FRAMEWORK KSC

Macrocompetence ① = He/she is able to handle the operational running of the department, according to parameters of efficiency, effectiveness and quality		
Knowledge: he/she	Skill: he/she	Competence: he/she
<ol style="list-style-type: none"> 1. knows principles and procedures for basic use of ICT 2. knows communications techniques 3. knows sales techniques 4. knows the necessary procedures for room reservations operations 5. knows the hotel mission, as well as the services available to customers 6. knows two foreign languages 	<ol style="list-style-type: none"> 1. optimizes the use of computer tools in the reception service 2. supplies information on the availability of services and the sales terms 3. receives requests for reservations using various communications tools 4. confirms or rejects reservations on the basis of the capacity optimisation plan 5. manages cancellations, over-bookings and changes in reservations 6. is able to communicate with guests in two foreign languages 	<ol style="list-style-type: none"> 1. is able to manage the approach and sales phases <i>(is able to make reservations according to demand and the occupancy and service-distribution plan)</i>
<ol style="list-style-type: none"> 7. knows the methodologies and techniques of the check-in system 8. knows the way to handle emergency procedures 	<ol style="list-style-type: none"> 7. records the arrival on the obligatory documents 8. opens an account and a position for the client 9. finds out the guest's needs 10. communicates company regulations 11. informs new guests about the range of hotel services 	<ol style="list-style-type: none"> 2. is able to manage the check in phase <i>(is able to welcome guests and take care of them)</i>
<ol style="list-style-type: none"> 9. knows established principles for the resolution / satisfaction of customers' complaints, suggestions, needs and expectations 	<ol style="list-style-type: none"> 12. handles complaints 13. manages the procedures for handling correspondence and registering information addressed to the customers 14. takes care of the safety of guests and their property 15. masters communication over the telephone 16. masters procedures in a 	<ol style="list-style-type: none"> 3. is able to manage the "live in" phase <i>(including car rentals, sightseeing tours, reservation and confirmation of tickets to shows, manual and electronic records, delivery of keys or magnetic room cards and providing luggage service, handling telephone services,</i>

Macrocompetence ① = He/she is able to handle the operational running of the department, according to parameters of efficiency, effectiveness and quality		
Knowledge: he/she	Skill: he/she	Competence: he/she
	state of emergency (death, theft,...)	<i>distribution of correspondence, exchange of foreign currency, care of luggage and valuables, etc..)</i>
10. knows the administrative procedures for guest registration 11. knows methods for gathering and reporting statistical data	17. records charges 18. prepares reports and printouts 19. conducts administrative controls 20. applies documentation filing techniques 21. updates the guest database 22. updates occupancy status 23. prepares data on reservations and keeps statistics (receptions and rejections)	4. is able to carry out the activities of registering charges and of administrative and statistical management
12. knows the proper "check-out" procedures 13. knows Reception back office procedures	24. records the departure on the obligatory documents 25. prepares statement of account, concludes and makes out an invoice; 26. authenticates and enters credit and cash payments; 27. exchanges foreign currencies and prepares statement of exchange according to daily rates	5. is able to carry out the activities of the check out phase <i>(namely charging accounts, billing, payment of debts, checks, manual or computer records, collecting keys or magnetic cards and providing luggage services and transport)</i>

Macrocompetence ② = He/she is able to inform and give advice to guests on services and events in the local environment

Knowledge: he/she	Skill: he/she	Competence: he/she
<ol style="list-style-type: none"> 1. knows the historical and cultural resources and tourist services to provide customers with information 2. knows the sources and techniques for finding information on events 	<ol style="list-style-type: none"> 1. gathers and records information about the cultural, environmental and gastronomic opportunities of the territory 2. keeps the data base of opportunities up to date 	<ol style="list-style-type: none"> 1. is able to carry out the activities of gathering information on the opportunities offered by the surrounding territory (<i>including car rentals, sightseeing tours, reservation and confirmation of tickets to shows, etc..</i>)
<ol style="list-style-type: none"> 3. knows the principles for constructing a tourism supply package integrated with the territory 4. knows the principles of destination management 	<ol style="list-style-type: none"> 3. contacts and collaborates with other operators to formulate integrated tourism supplies 4. handles relations with intermediaries both of tourism and non-tourism-related distribution 	<ol style="list-style-type: none"> 2. is able to integrate the tourism offer with the contribution of other public and private stakeholders of the territory
<ol style="list-style-type: none"> 5. knows the principles of territorial marketing 	<ol style="list-style-type: none"> 5. informs about and promotes the cultural, natural and food& wine opportunities of the territory 6. helps guests with transportation, reservations, gathering information on services outside the hotel and on the historical and cultural environment 7. sells souvenirs and other promotional and contact material 	<ol style="list-style-type: none"> 3. is able to promote the tourism destination where the structure is located

Macrocompetence ③=He/she is able to maintain efficient communication with other departments in the hotel		
Knowledge: he/she	Skill: he/she	Competence: he/she
<ol style="list-style-type: none"> 1. knows the techniques of internal business communications 2. knows the ways in which the functions of various departments interact 	<ol style="list-style-type: none"> 1. organises models of cooperative behaviour oriented toward results, in function of the objectives and of the organisational system of the business 2. sees to the application of coordination mechanisms based on company directives 3. optimises the passing of information, by organising and managing aggregation moments (briefings, debriefings, reporting, etc.) 4. applies functional control techniques to the work of his/her own division in relation to the company's quality objectives 	<ol style="list-style-type: none"> 1. is able to see to the organisation of work, the definition of procedures and the operational effectiveness of the reference division in relation to the various divisions of the hospitality business
<ol style="list-style-type: none"> 3. Knows the procedures of internal communication between departments 	<ol style="list-style-type: none"> 5. informs the other departments of the client's particular needs 6. informs main kitchen and, if necessary, other departments about booked rooms and pre-announced group arrivals on a daily basis 7. reports complaints to the sales department 8. informs sales department about guest allocations and their period of stay in the hotel 	<ol style="list-style-type: none"> 2. is able to coordinate the processes of production and supply of the service in relation to the other services of the hospitality business

Macrocompetence ④ = He/she is able to choose appropriate ways for organizing his/her own and, as necessary, staff activities in the hotel reception department

Knowledge: he/she	Skill: he/she	Competence: he/she
<p>1. knows the procedures for the management of reception area human resources, materials, and equipment</p>	<p>1. contributes in the planning and acquisition of necessary goods and materials</p> <p>2. collaborates in the implementation of quality, hygiene and safety-at-work programmes</p> <p>3. collaborates in the implementation of hotel promotional programmes</p>	<p>1. is able to define goals and activities in the reception service based on the strategies, available resources and standards set by management</p>
<p>2. Knows the rules for establishing a positive working environment</p> <p>3. Knows the techniques of organizing work and performing different tasks</p>	<p>4. plans and organizes his/her own work</p> <p>5. checks planned daily activities</p> <p>6. solves organizational problems and problems connected with performing individual tasks together with co-workers and superiors</p> <p>7. uses professional terminology</p> <p>8. works in teams</p>	<p>2. is able to plan and organise his/her own work according to parameters of efficiency and effectiveness and work in a team</p>

Macrocompetence ⑤ = He/she is able to perform financial assignments and execute commercial activities and ensure quality control of the services and work conducted

Knowledge: he/she	Skill: he/she	Competence: he/she
<ol style="list-style-type: none"> 1. Knows the fundamentals of using ICT to manage commercial activities 2. Knows the techniques of quality management of the reception service 	<ol style="list-style-type: none"> 1. identifies the level of customer satisfaction and defines measures to adjust services 2. uses the quality control techniques of the reception service 3. organises gathered data and prepares charts and reports 4. develops on-line promotion and sales procedures 5. elaborates virtual product lines and a shopping cart for on-line transactions 	<ol style="list-style-type: none"> 1. is able to collaborate with hotel management in the definition of targets and procedures to promote and conduct commercial activities
<ol style="list-style-type: none"> 3. knows the main process analysis methodologies and business diagnosis tools 	<ol style="list-style-type: none"> 6. applies data-gathering methods (surveys, interviews, targeted observation) referring to the specific sector 7. monitors the production processes in relation to descriptors and indexes of quality, productivity and profitability 8. applies the directives regarding access to and handling of sensitive data 9. elaborates an action plan for positioning his/her sector within the company market 	<ol style="list-style-type: none"> 2. is able to collaborate in evaluating the quality of services, in verifying the level of consumer satisfaction and in making the necessary corrections or adjustments