



**D1.1 IMPROVED METHODOLOGY FOR THE ANALYSIS OF  
QUALIFICATION PROFILES AND LINKING THEM TO THE E-CF**

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## **1. Introduction**

The present document is part of the results foreseen by the WP1 of the Leonardo Da Vinci Transfer of innovation project, *e-Tourism Framework*.

The e-TF project will be based on the methodology developed by the former Leonardo project "EQF Code", which was completed in March 2010 and which developed an approach and method how to refer national qualifications to the e-Competence Framework (e-CF) and propose European Specialist Qualification Profiles (EUSP).

This document presents the approach to identify the main qualification programs in the field of e-Tourism in the participating countries and the knowledge, skills and competences (learning outcomes), which are trained in the framework of these qualifications programs. Furthermore it will lay down the procedure for linking the determined qualifications to European qualifications frameworks, e-CF and EQF.

## 2. Definitions

In order to have a common understanding of the methodology and to have a common language between partners, stakeholders, it is important to agree on some definitions.

All deliverables from the e-Tourism Project will be based on those common definitions:

**Qualification\*<sup>1</sup>** means a formal outcome of an assessment and validation process which is obtained when a competent body determines that an individual has achieved learning outcomes to given standards

**National Qualifications System\*** means all aspects of a Member State's activity related to the recognition of learning and other mechanisms that link education and training to the labor market and civil society. This includes the development and implementation of institutional arrangements and processes relating to quality assurance, assessment and the award of qualifications. A National Qualifications System may be composed of several subsystems and may include a National Qualifications Framework.

**National Qualification Framework\*** means an instrument for the classification of qualifications according to a set of criteria for specified levels of learning achieved, which aims to integrate and coordinate national qualifications subsystems and improve the transparency, access, progression and quality of qualifications in relation to the labour market and civil society.

**National Competence Needs** in the framework of the e-TF project, it refers to the market needs detected in each participating country after the conduction of the field and desk research.

**Sector\*** means a grouping of professional activities on the basis of their main

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<sup>1</sup> Source : European Qualification Framework European Commission [http://ec.europa.eu/eqf/terms\\_en.htm](http://ec.europa.eu/eqf/terms_en.htm); apart from the definitions: job role profile, learning contents and learning units  
Author: AB/LW, EPM Version 0.1

economic function, product, service or technology.

**Learning Outcomes\*** means statements of what a learner knows, understands and is able to do on completion of a learning process, which are defined in terms of knowledge, skills and competence.

**Knowledge\*** means the outcome of the assimilation of information through learning. Knowledge is the body of facts, principles, theories and practices that is related to a field of work or study. In the context of the European Qualifications Framework, knowledge is described as theoretical and/or factual.

**Skills\*** means the ability to apply knowledge and use know-how to complete tasks and solve problems. In the context of the European Qualifications Framework, skills are described as cognitive (involving the use of logical, intuitive and creative thinking) or practical (involving manual dexterity and the use of methods, materials, tools and instruments).

**Competence\*** means the proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development. In the context of the European Qualifications Framework, competence is described in terms of responsibility and autonomy.

**Job role profile** means the definition of a given job role (function) in an organization by knowledge, skills, and competences needed to fulfill this role.

**Learning contents** are subjects taught in the context of training. In contrast to learning outcomes, which represent the output of certain training, the learning contents represent the input of the training

**Learning Unit** is a meaningful bundle of learning outcomes, e.g. the qualification project manager includes the learning units: planning, budgeting, team building, management, controlling, etc., which are composed of a set of learning outcomes.

### 3. Abbreviations

Short Name	Full Name	Weblink / Comment
NQP	National Qualification Profile	
NQF	National Qualification Framework	See definition § n°1
EQF	European Qualification Framework	<a href="http://ec.europa.eu/education/lifelong-learning-policy/eqf_en.htm">http://ec.europa.eu/education/lifelong-learning-policy/eqf_en.htm</a>
MSP	Model Specialist Profile	Result of WP2 (interim result)
EUSP	European Specialist profile	Result after WP4 (final result)
e-CF	European e-Competence Framework	<a href="http://www.ecompetences.eu/">http://www.ecompetences.eu/</a>
K,S,C	Knowledge, Skills, Competences	See definitions § n°1
WP (x)	Work Package (number)	Project tasks are split to work packages
WG	Working Group	Established to address a project (sub-task)

### 4. Overview of WP 1: Analysis of the Sate of the Art

This work package will adapt the EQF-Code methodology for the development of the e-TF project outcomes, in this sense; the WP 1 will identify the main *knowledge, skills* and *competences* necessary in the e-Tourism area from the market perspective. Additionally, it will identify trainings already existing for e-Tourism field. These activities will lead us to define later on in Work Package 2 the European Specialist Profiles (EUSP).

The achievement of these objectives is quite challenging. As experiences within the previous project EQF-CoDe showed, that for the analysis of qualifications in the field of e-Tourism jobs, the following difficulties need to be mastered:

- No standardized trainings exist for these still new professions, neither at national level nor between the countries involved in the project.
- Comparing qualifications at national level is already very difficult due to the various training levels, training durations, and types of training.

- Results among the partner countries are hard to compare due to the extremely differing qualification descriptions.
- Available information is too much focused on the training offer and less on the market needs.

To overcome those difficulties and given the limited time and budget of the project *working out a proper methodology* is crucial for:

- having National Qualification Profiles ready in time
- being able to compare national findings among the countries involved
- harmonized learning outcomes descriptions
- having more time left for the evaluation, further improvement and fine-tuning of the European Specialist Profiles (result of WP2)

Thus, the work program for WP 1 will include following steps:

### **Task 1.1: Adapting of the "EQF Code"-methodology for e-Tourism**

At the project kick-off meeting the methodology of EQF Code will be presented and discussed. Suggestions for adaptations to professions in the e-Tourism field will be noted and the WP leader will analyze them and subsequently, adapt the methodology accordingly.

#### **Expected result: R1: Improved methodology**

### **Task 1.2 Definition of e-Tourism professions and identification of main *knowledge, skills and competencies* needed.**

In order to have a common stepping stone, a common definition of e-Tourism professions will be established. This will include identification of cross-domain knowledge, e.g. ICT and tourism. Based on that, the countries with most

advanced development in e-Tourism will identify key competencies and skills necessary, including soft skills. The focus will be on the employers' side, i.e. identification of decisive points in a recruitment process.

**Expected result: R2: Report on identification of K, S, C needed by organizations in the field of e-Tourism**

**Task 1.3: Analysis of qualification programs of professions in e-Tourism**

The aim of this task is to identify the main qualification programs for jobs in the field of e-Tourism in the participating countries and the knowledge, skills and competencies (learning outcomes) which are trained in the framework of these qualification programs. For this purpose, each project partner will investigate the e-Tourism training landscape of its respective country and analyze the current training standards and qualification descriptions and describe them by learning outcomes, i.e. by knowledge, skills and competencies as defined by the EQF. In case of no appropriate training available, closest matching courses will be identified and the gap pointed out.

**Expected result: R3: Report on identification of trainings already existing in the field of e-Tourism.**

**Milestone 1: Refined methodology**

## **5. Methodology**

The methodology which is used in the context of this WP is transferred from the former Leonardo da Vinci project "EQFCode, which was completed in March 2010 and developed an approach and method how to refer functional profiles to the e-Competence Framework (eCF). Since the eCF, which is a sector-specific meta-framework of the EQF for the IT sector to which IT qualifications should be linked more easily, is continuously developing further on (as of December 2010, the current eCF is Version 2.0), the approach and methods of "EQF Code" have to be checked concerning their up-to-dateness and if necessary further adapted to be used in the context of this project.

Moreover, we expect e-Tourism jobs not being completely based on ICT skills, but involving also skill sets from other domains, in this case, from the Tourism field, and also social skills, so that adaptation of descriptors and levels will be needed in the course of the development of the profiles (as it was already done in the EQF Code project for the specific field of content development).

Preliminary researches showed that no standardized training exist so far for e-Tourism Jobs neither at national or European level. Hence, those are not yet reflected in the National Qualification Profiles. In this sense, the consortium will consider the national competences needs detected in each country where the desk and field research were conducted.

Against this background it is obvious, that the EQF Code strategy cannot be implemented exactly in the same manner to the e-Tourism sector. The EQF Code methodology emphasized the analysis of already available qualifications and trainings in the field of content development. Due to the limited training available in the field of the e-Tourism, the e-TF project will rather focus on the close observation and analysis of the market developments. Functional profiles will be developed in accordance with Knowledge, Skills and Competencies identified in the 1.2 and 1.3 tasks.

As identified by first desk researches a special attention will be given to transversal competences and personal competences which are the key of recruitment processes in e-Tourism sector.

## **Task 1.1 Fine tuning of “EQF-Code” methodology for e-Tourism functions**

### **a. Determination of the job profiles to be analyzed**

A first general research of existing job roles in the field of e-Tourism identified the following six job roles to be the most frequent for the moment respectively to which information can be found in most of the partner countries involved in the project. The research activities of WP1 for the identification of concrete knowledge, skills and competences will focus on those job roles:

- Content curator – market intelligence & social travel network analyst
- e-distribution specialist (online sales) & e-distribution coordinator
- Web tourist marketing specialist & e-tourism marketing
- e-Tourism All-rounds
- e-tourism destination management
- Product and Package Manager

### **b. Improved methodology (7-step approach) suggested by Adriana Baer in order to speed up WP1 & WP2 activities and thus have more time for the “redesign”/ “fine-tuning” of project results the following steps are suggested:**

1. Establish expert working group from project partners that were already involved in WP1 and WP 2 of the “EQFCode” project respectively have already developed expertise in the field of Tourism and e-Tourism.
2. Expert working group drafts European Specialist Profiles in the EQF-Code style, in accordance with e-CF and EQF.

3. In parallel, project partners look through their national and international training offer for the determined professions and check market needs for these professions (e.g. analysis of literature, press, national online job platforms, etc.)
4. Project partners check European Specialist Profiles against market needs and if needed add/eliminate K, S, C to/from the model profiles.
5. Expert working group integrates results received from all partners into EUSP for all functions.
6. Redesign EUSP to make them usable for target groups.
7. Evaluation and fine tuning of EUSP

**Advantages of this 7 step approach:**

Following the previous methodology will lead us to the following advantages:

- Harmonized learning outcomes description adapted to job market needs
- EUSP ready for improvement and evaluation
- Adapted profiles will be available for further evaluation with strong basis on market needs
- Training guidelines will be more accurate

**Based on this strategy the following implementation of Task 1.2 and 1.3 is foreseen:**

**Task 1.2 Definition of e-Tourism professions and identification of main K,S,C.**

**Step 1:** Collection of information by desk research about the main knowledge, competences and skills that are demanded in the field of e-Tourism by companies of the sector focusing their business model in the Internet.

Responsible: All project partners

**Step 2:** Creation of a "Master list of Competences"

Those competences will be the bases of the draft functions profiles (EUSP) that will be set up in line with the e-CF and thus also with the EQF.

**Task 1.3 Analysis of training and qualification program and courses for e-Tourism.**

**Step 3:** Collection of information about main training courses devoted to e-Tourism.

Responsible: All project partners

**Step 4:** Identification of main K, S, C trained in training courses Responsible: All project partners

**Step 5:** Implementation of K, S, C in "Masterlist of Competences" if needed

Responsible: USI

**Step 6:** Drafting of the job roles profiles by the expert working group

Responsible: Expert Working Group consisting of Roland Grunder (SwissMedia), Philippe Wacker (EMF), François Adoue (MPS), Roland Schegg, (HES); Chiara Bramani (USI), and Paola Del Giudice, (For S.a.s)

**Step 7:** Finetuning of the job roles profiles with external experts

Responsible: Expert working group, Members of the Advisory Board