



ETCAATS

E-LEARNING FOR THE
TOURISM SECTOR

***“European Training Certificate
- Access for All in the Tourism Sector”
ETCAATS
2009 -2011***

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WP6: Certification System Requirements**WP6****Subject:****A Roadmap to Certification**

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Introduction:

Further to our researches and meeting with the expert in the certification sector, we propose in this report that the ETCAATS e-learning system awards a diploma/certificate to the persons having followed a programme of training which corresponds to standards established by every country (number of minimum periods by subject with a certain number of periods of training courses). The course provides continuing professional development for those who are in employment, being especially young people working in the tourist industry with diplomas from secondary education, graduates of further education or universities.

We can observe that employers in the tourism sector who are in search of a competent staff encounter difficulties in determining the real level of skill/competence of the persons who postulate they have such abilities. The ETCAATS diploma delivered at present does not allow determining the level of skill (competence) and level of adaptation of the workers of the tourism. Indeed, according to the life and experience of each, we can have persons possessing the same diploma but who in their professional life may have developed or not developed some skills, which allow them, to be of different levels:

- Assistant
- Technical staff
- Manager (of project and staff)
- Expert (High level of knowledge and able to transfer his knowledge)

The problem concerning the tourism for all and the welcome of the persons with reduced mobility is all the bigger, as no training gives specialization in tourism for all and as the specificity of this subject makes that a training and an experience that are necessary to reach a sufficient skill level. In that case, the need of a specific certification would be step towards ensuring that the current tourism offers finally a quality service equal to all the citizens.

1. Presentation of various types of certification:

We notice that there are four types of certification whose final purposes are not the same and the concerned public arenas are different:

1. The certification of service
2. The certification of training centre, university,
3. The certification attesting that a building answers the standards of the design for all
4. The certification of the individual skills of the persons

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| 1. The certification of service: |
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The certification of service has as its objective to recognize the quality of the services offered by an establishment and to give evidence that the services supplied to the consumers are really supplied and are of the appropriate quality.

→ 2 examples:

- Of type AFNOR (French system):

Any company can make a request of certification AFNOR (FRENCH NATIONAL ORGANIZATION FOR STANDARDIZATION) and will have to determine **a reference table of customized service** to undergo an external audit which will give evidence or not that the reference table is followed and there what is more the supplied services are of quality. This approach is recognized by public utilities but also in partnership with representative of the users and the professionals.

The advantages for the company:

- Development of customer loyalty by letting know that the seriousness and the know-how of the company was recognized by an external audit.
- Motivation of the staff because this one feels involved directly in the quality of the services and includes very quickly that quality of its work can allow the valuation of his(her) company. It also allows the specialized staff to be valued all the more in the company by the capital gain which he can bring in the quality of the service.
- Constant research for an improvement of the quality of the services in particular by a better awareness of needs and expectations of the users: indeed, the certification AFNOR is delivered for 3 years but every year, an audit of surveillance is realized allowing to verify the perpetuity of the certification.

- Of type AFAQ ISO 9001 « Management System of Quality » :

ISO 9001 defines the requirements applicable to the management of the quality for the realization of products and/or the services by placing the customer in the centre of its concerns (preoccupations).

The advantages for the company:

Besides the advantages quoted previously for the certification AFNOR, a certification ISO 9001 by its international recognition also allows:

- to win new markets
- to increase its competitiveness in particular by optimizing production costs and management
- to anticipate the evolutions of the sector
- to estimate the risks of potential default and to reduce them before customers are aware(conscious) of it.

The certification of service and ETCAATS:

- Advantages :
 - Allows to enter a system which already exists and which is recognized by public utilities
 - Can meet the requirements for an international or European vision
- Inconveniences :
 - There will be no visibility for ETCAATS training system and ENAT
 - It is not sure that the current systems of certification will want to take into account an e-learning training in their reference tables because the auditors will have no certainty that this training really changed the skill level of the persons who will have followed it. Furthermore, reference tables speak about level to be reached and not the type of training to be followed.

2. The certification of training centre, university, ...

In the sector of the tourism, we found a system of certification of:

- Tourism Education Programmes (TEPs)
- Tourism Training Programmes (TTPs)
- Tourism Education On-line Programmes (TEVPs)
- Tourism Academic Research Programmes (TARPs)
- Tourism Market Research Programmes (TMRPs)

Universities, business schools, training centres and research institutions with permanent tourism programmes, wishing to certify any of them can voluntarily submit them to UNWTO, TedQual Certification.

This methodology aimed at improving the quality and competitiveness of Education, Training and Research specialized in Tourism and Hospitality to meet the needs of the Tourism administrations and industry. It is especially useful for governments and industry as it gives them an opportunity to check the capacity of their human capital.

The certification of training centre, university, ... and ETCAATS:

- Advantages:
 - Given that it is an European project led by former members OSSATE and members of ENAT, discussions are possible and specific partnerships are possible.
- Inconveniences :
 - The accreditation TedQual addresses more bodies which offer continuing educations in tourism then the current approach of ETCAATS would be to give one information by e-learning and thus there will be no fixed structure with professors in the style training centre.
 - It is possible to recognize Tourism Education On-line Programmes (TEVPs) but these programs have to be the object of a complete programme giving access to " a diploma or a certificate ". In that case, it would be necessary to plan that ETCAATS organizes examination sessions in fixed periods to estimate the level of knowledge acquired by the students. The philosophy of ETCAATS would then be a little lost in the sense where the developed program should be followed and likened by all the users who wish to be awarded a diploma and we shall not reach, necessarily, our target public: the staff of the tourism who are already employed.

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| <p>3. The certification attesting that a building answers the standards of the design for all</p> |
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More and more European countries are setting up a system allowing to estimate the accessibility of buildings opened to the public to verify and improve the welcome of the disabled people.

2 examples:

- Of type “access-I” (Belgium system):

The label in accessibility access-i is awarded to any establishment which answers the standards established in a reference table being inspired by ‘design for all’ and being well beyond the legal standards. It is important to know that this reference table does not take into account only architectural questions but that a behavioural aspect is also planned: in this part, the qualification and the skills of the member of staff are estimated on base of their capacity to welcome appropriately the persons with reduced mobility (e.g. knowledge of sign language, done a thematic training course).

The advantages for the company:

- Opening to a new clientele and a development of customer loyalty by letting know that the problem PRM (persons with reduced mobility) is seriously addressed and the know-how of the company was recognized by an external audit.
- Motivation of the staff because one feels involved directly in the attribution of the label because their skills in welcome of the PRM are assessed. The staff understands very fast that the quality of its work can impact on the valuation of his(her) company. It also allows the specialized staff (- who master the sign language) to be valued all the more in the company by the capital gain which he can bring in the quality of the service.
- Constant research for an improvement of the accessibility in particular by a better awareness of needs and expectations of the users with reduced mobility: indeed, Access-i is delivered for 3 years and is renewable after passage of an external listener.

- Of type **Tourism and Handicap** (French system):

The Label " Tourism and Handicap " has the objective to bring a guarantee of a welcome effective and adapted to the indispensable needs of the disabled persons.

The advantages for the company:

- Opening to a new clientele and a development of customer loyalty of this one by letting know that the problem PRM (persons with reduced mobility) is taken seriously and the know-how of the company was recognized by an external audit.
- Motivation of the staff because this one feels involved directly in the attribution of the label because their skills in welcome of the PRM are estimated. The staff understands very fast that quality of its work can allow the valuation of his(her) company. It also allows the staff specialized to be valued all the more in the company by the capital gain which he can bring in the quality of the service.
- Constant research for an improvement of the accessibility in particular by a better awareness of needs and expectations of the users with reduced mobility: indeed, the label is attributed for a maximal duration of five years, the certified sites receive then a " charter of commitment of the certified ", contract of obligations of a duration of 5 years, guaranteeing the welcome and the conservation of the accessibility perms of the site.

The certification attesting that a building answers the standards of the design for all and ETCAATS:

- Advantages:
 - These types of label are in constant evolution and it would be possible from then on to get in touch with the responsible to explain our step and see into which measure ETCAATS could become integrated in reference table existing.
- Inconveniences:
 - ETCAATS being an elearning training, it will be difficult for the bodies delivering the label of:
 - Require the use by the staff of one type of training rather than another one
 - Judge the quality of the training ETCAATS and the real impact on the scene of work
 - Verify the real level of competence acquired by the staff having followed this type of training (unless ETCAATS delivers a formally recognised certificate).

4. The certification of the individual skills of the persons

A certificate of competence gives evidence that the professional possesses the competence required to exercise correctly his profession (at a definite level of qualification) and is capable of supplying the services which recover normally from his(her) profession and from this level.

One example:

- Of type CERTIDOC (French System):

The CERTIDoc certification, arose from an European project financed by the Leonardo Programme of the European Commission. The objective of this project was to conceive an European system of certification of the skills of the information and the documentation professionals, also including the librarians, the archivists and the new jobs (as webmasters, ...).

Since 2005, the certification CERTIDOC is of application and every professional of the information can ask to make certify his skills on base of 4 levels:

- Assistant
- Technical staff
- Manager (of project and staff)
- Expert (High level of knowledge and able to transfer his knowledge)

Until now 100 persons have already received their certificate, what corresponds to 1% of the workers of the sector of the documentation.

The advantages for the certified person:

- Recognize, by professionals' jury, its skills and see itself awarding a level of qualification which can very well be upper to the basic diploma
- Possess a European certificate which is valid in all the countries of Europe and which allows from then on to postulate without having to take steps of equivalence of diploma.
- Allow persons having no diploma or in professional reorientation to exploit its skills in the field of the documentation. Indeed, to obtain the certificate, there is no minimum level school required.

The advantages for the employers :

- Verify by an external audit, the skills of persons applicants or wishing a progress of career increase of responsibility, ...
- Be able to engage any European worker without having to verify the adequacy of diplomas presented thanks to the European side of the certificate. It is necessary to know that the CERTIDOC certificate is delivered in the various European countries according to the same reference table of skills and according to the same rules of evaluation and from then on, we can have the certainty that a certified individual level 2 in Italy has exactly the same skills as a level 2 in France.

The certification of the individual skills of the persons and ETCAATS:

- Advantages :
 - Visibility and European recognition of ENAT as certifying body
 - This type of certification allows ETCAATS to reach directly the public - that is the staff in direct contact with the clientele - which will have an interest to be engaged and to recognize their knowledge and their skill level in tourism for all.
 - This type of certification in the field of the tourism for all does not still exist and we would be the first ones to develop an eurocertificate in tourism for all when the tourist market to the person with reduced mobility is rapidly growing.
 - In Europe there are moves towards modification of the attribution of diplomas to individuals, to standardize the systems and refocus on the individuals in their school programme, Europe encourages strongly the implementation system of evaluation of the skills by business sector.
 - More and more countries, both at legislative and normative levels are seeking to set up a policies in favour of the welcome of the disabled persons and from then on, it is the good moment for ENAT to position as main actor of the delivery of eurocertificate in " tourism for all "
 - Self-financing of the eurocertification in the sense where it is the candidate who pays the procedure which can go from 300 to 1500 euros by candidate
 - ENAT possesses by its structure the necessary resources to set up the various procedures of evaluation.

- Inconveniences:
 - The visibility returns on ENAT and the ETCAATS project will be a training in the same way as other training in tourism.
 - It is necessary to take time to set up:
 - the reference table of skills for the tourism (which does not exist at the moment)
 - a regulation of internal order,
 - an assessment rules and procedures, ...
 - ENAT will have to carry out a promotion drive to the actors in the tourism sector, the employers and the potential recruiters, and the disabled persons to become known but especially for them to accept the utility of this new certification. However, as ENAT organizes regularly colloquiums and newsletters, it would be possible to use this network to begin our work of promotion and information.

3. What kind of certification for ETCAATS?

Having studied the various types of certification and by taking into account advantages and the recognised inconveniences, we think a realistic path to follow is to go towards:

1. Setting up a European certification of the skills of the actors of the tourism at the level of the tourism for all and welcome of the persons with reduced mobility
2. Incorporating into the existing reference tables such as access-i, tourism and handicap, the notion of skill level in tourism for all. This will allow ENAT and ETCAATS consortium to launch the procedure and to promote it.
3. Taking contacts with quality certification bodies such as AFNOR or ISO 9001 to see in which measure our approach could be compatible with their certification.

To arrive there, we have to follow the following stages:

1. Set up a working group constituted by disabled persons, by professionals of tourism, employers and recruiters to determinate:
 - a. The expectations of the disabled persons in tourism for all
 - b. The needs of the people working in the tourist industry (hotel business, horeca, animation),
 - c. The needs of the employers and the recruiters: (which is the current shortage), the situation of employment and the profession, their expectations of such a certification, which has yet to be answered.
2. On the basis of the conclusions of the working group, it will be necessary to determine:
 - a. The groups of skills which will be the object of a certification, as for example:
 - Promotion / sale
 - Reception of the customers
 - Animation
 - Management
 - ...
 - b. For every group of skills, it is necessary to determine fields of expertise, as for example for the group of skills: 'Promotion and sale', we could determine the following domains:
 - Marketing
 - Distribution and sales
 - Budget management
 - Project management and planning...
 - c. For every field of expertise, it will be necessary to determine the skill levels which will be transposed for the tourism and the knowledge which the individuals have to have at least to be able to justify itself of such or such skill level:
 - It will be necessary to ask the following questions:
 1. What do we understand by "assistant in tourism"?
Technician, manager, expert?
 2. Do we have to 'protect' these various levels?

3. Is it necessary to adapt them, to split them, to merge them?

All these elements will be a part of the euroreference table of ENAT and will serve as base of analysis of the requests. It is necessary to know that if we decide to go to this direction, we can make an official request with CERTIDOC to work on base of their euroreference table and see the elements which can be transposed. Being also in a Leonardo project, the transfer will be coherent.

3. ENAT would need to establish a set of rules governing its internal order which must be approved by all the certifying bodies and which will explain the various procedures approved and recognized by ENAT:
 - a. Conditions to be certifying body
 - b. Conditions of granting of the eurocertificate
 - c. Process of certification
 - d. Characteristic of the European certificate: period of validity, conditions of validities, mentions that must appear on the certificate
 - e. Appeal and penalties
 - f. Confidentiality
 - g. Price of certification
 - h. The constitution of the jury
 - i. ...

4. Set up a protocol of evaluation as well as an assessment procedure which will allow the jury to express an objective opinion as for the skills of the person who wishes to receive her certificate.
 - a. The protocol of evaluation will have to contain precise information as for the progress of the procedure of the constitution of the file by the candidate until the final.
 - b. A candidature file must be created to allow the candidate to describe its skills: it is important to know that in this frame of certification, the person will not have to say the daily tasks but to describe the skills which he has to implement to successfully manage his tasks. The objective is to be able to determine in which measure the skills of the candidate are transferable towards another professional context, indeed, to determine that a person is of assistant level or manager level, it is necessary to determinate in which measure the person needs a help or not to realize its tasks. For example, if we take the case of a organizer in a vacation centre, will it be able to organize from A to Z an accessible event also to disabled persons or does he make it at present on his workplace because the event exists as such for a long time and because he reproduces simply what we taught him, does he really master all the accessibility channels, such as the physical and the behavioural?
 - c. An assessment table summarising the way the jury will have to attribute points to determinate the skill level.

When all the theoretical part is ended and when ENAT is equipped with:

- An euroreference table
- A protocol of evaluation
- An internal order rules

It will be necessary to choose the member organizations of ENAT who can become certifying bodies. These bodies will have to answer criteria established in the internal order rules, will have to be **irreproachable and totally independent**.

These certifying bodies will each be obliged to establish a jury who, according to the demands, can meet the candidates and give their verdict of evaluation. The members of these juries have to be at least:

- Professionals of the sector
- At least 1 has to result from the same domain of activity as the candidate to keep a realism of the expectations
- Independent in the sense where they do not have to know the candidate or his circle of acquaintances (family, professional).
- At least 3 persons have to constitute the jury
- Have to have an adequate psychological training (organized or not by ENAT) to be made sensitive to the problem:
 - o Assessor - estimated
 - o Management of the stress and the prejudices
- Have to evaluate and auto-criticize after every session of evaluation to share with 2 other juries what took place well or not during the evaluation of a candidate.
- Regularly, juries must be estimated by an external audit (a director ENAT) to guarantee that the protocol of evaluation is followed well and understood well and that there is the same in all the certifying bodies. It is important to keep the homogeneity of certificates: a certificate delivered in Greece have the same value as a certificate delivered in Belgium: a worker level 4 can not to be considered by employers as a level 2 when he changes of country.

To make sure that the certificate of ENAT is used and useful for the workers of the tourism, we absolutely have to raise the currently vague definitions of accessibility to a recognised level:

- Make steps towards gaining recognition by states, of our certificate in the same way as that of awards a diploma or at least specializations so that the workers who made this approach remove a profit from it at the level of their work (promotion, increase of the salary)
- Make inroads into the current policies, with the need to have in all the tourist companies, assessment of workers' skills in tourism for all and address why there is no certificate as yet delivered by an approved body.
In France, for example, since the energy studies are compulsory during the sale or the rent of a building and since approved bodies must only deliver the energy certificates, all the professionals of this sector are be recognized to see itself delivered their certificate. If we arrived at this kind of transposition for the tourism, ENAT and these certifying bodies would become indispensable.
- Ensure that the ENAT skill levels for the tourism business is integrated in the collective agreements of the workers and so that it can be integrated into salaries scales

In conclusion:

It is important to understand that if we decide to follow this type of certification, there must be complete independence between ENAT and ETCAATS. That is that:

ETCAATS is a training to the workers of the tourism and it is not certificated, it is as other trainings one more for the workers but not an obligation required to be a candidate for the **eurocertification ENAT**.

ENAT sector certification is responsible for the development, for the management and for the quality of the European system of certification of the people working in the tourist industry for all. The ENAT consortium is established by the approved certifying bodies.

That is, a candidate who did not do the training course ETCAATS can without any problem make a demand of our euro certificate concerning his level of preliminary study.

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