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

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.... FLASH

At this phase of the project experimentation is well underway in France, Italy, Slovenia and Portugal and the partnership is preparing a preliminary monitoring, the results of which will be divulged during the 4th Transnational workshop organised by the French partner to share and discuss the various issues emerging from the experimentations, to be followed by the 2nd Dissemination thematic Seminar with the participation of French VET and sector-related experts.

The partners responsible for testing are applying the **Guidelines for the application of ECVET experimentation** including an Experimentation plan and a questionnaire to be filled out by the teachers participating in the testing, developed during the earlier stages of the project.

... & ROUND ABOUT

CST- Centro Italiano di Studi Superiori sul Turismo e sulla Promozione Turistica, Italy –

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Source: www.cstassisi.eu

CST of Assisi, the cultural itinerary of the European Council “La rotta dei Fenici” and the City of Tuoro will inaugurate, in April, the first edition of the Master “Cultural route: ideazione e gestione degli itinerari turistici-culturali” (Cultural route: the creation and management of tourism-cultural itineraries).

The initiative is in response to the interest expressed by all those organisations which, in recent years, have started up local development processes in their own territories based on the recovery and valorisation of local identity, on attention for the environment and urban design, on the ability of cultural wealth and food & wine products to narrate the history and traditions of places, giving life to a new way of conceiving tourism, based on the search for experiences, for knowledge, for interior and emotional enrichment.

In this vision, there are a growing number of international institutions which identify in cultural itineraries the ideal instrument for reaching these objectives, beginning with the Council of Europe which in 1987 started up a programme of the same name which in 23 years has recognised 29 cultural itineraries and certified the management network of 17 of these.

The Master programme has the objective of preparing future “Directors” of the cultural tourism supply of the territories to be able to provide the places, and to the systems, the possibility of having available the necessary competences and capabilities to respond to the challenges of the future and of the marketplace. An orientation of development following guidelines created on the basis of the scientific nature of the approach will allow even the cultural tourism sector to improve the quality of the current

way of visiting and making the wealth understood and at the same time be an effective source of income and development for the populations.

As a consequence of all this, and keeping in mind that not many initiatives in this regard exist, La Rotta dei Fenici, Cultural Itinerary of the Council of Europe, operating in the Mediterranean area, and the City of Tuoro sul Trasimeno, which is a part of this with the role of lead city of the Cammino di Annibale, have shared an integrated project that aims at creating and training the professional figures necessary to start up appropriate synergies. In this, supported by Centro Italiano di Studi Superiori sul Turismo e sulla Promozione Turistica (CST) of Assisi, primary centre of training and research in the tourism sector. The initiative begins with a great international opening towards Europe and the Mediterranean and calls for collaboration with the other Cultural Itineraries of the Council of Europe. This feature, which derives from the transversal nature of the topics and of the weaknesses which each itinerary must deal with on a local and system level, means that the course finds a definite position in the area of the recognition of ECVET credits for which reason the partnership is developing the necessary applications for the transparency of the training pathway.

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The Labour, Training and Education Policies service (*Servizio Politiche del Lavoro, Formazione e Istruzione*) has been successfully testing the recognition of training credits to Italian and foreign citizens to allow them access to the Higher Education and Training Techniques courses (*Istruzione e Formazione Tecnica Superiore – IFTS*) even if they do not possess the educational requirements requested. The IFTS courses, which will begin by the end of March 2011, call for 800 hours of training, composed of theoretical classes and placements with businesses; those who pass the final examination will be awarded a 4th level EQF certificate, valid in the entire national territory. The credits recognised are not quantified with credit points, but rather are described in terms of competences, and are certified by the Province of Perugia, which is the body financing the courses. Recognition of training credits is regulated by a regional law, and also provides to the assigning of attendance credits, which allow the students of the courses to shorten the training paths whenever they already possess some of the competences that are the subject of the pathways.

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1.065 million Euros: this is the total budget assigned to the actions foreseen by the LLP programme for this year. The Call of 2011, is inserted into the process to strengthen the contribution of education and training in line with the objectives of the strategy of the European Union for 2020. The Call focuses on certain key topics such as an increase in mobility which calls for the removal of obstacles as well as the setting up of strategies, even on a sector level, which permit the transparency of qualifications (EQF) and the recognisability of the competences acquired in formal, informal and non-formal contexts (ECVET). A second priority regards the active and lasting involvement of the business world: the need to strengthen the ties between the education and training system and the world of labour involves an increase in interdisciplinary cooperation in these areas. In particular for the sub-programme Leonardo da Vinci the challenge for the new year will be that of contributing in an incisive way to the refining and testing of the European system of credit transfer for vocational education and training (ECVET), the implementation of a

European qualifications framework (EQF). The deadline for the transversal Sub-programme with the various key activities is 31 March 2011.

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The publication *“Datatour: Trend e statistiche sull’economia del turismo”* will be launched during the Federalberghi Assembly on 18 March.

This volume, realised by Federalberghi and Ente Bilaterale Nazionale del settore Turismo with the technical-scientific support of Centro Studi sul Turismo di Assisi, proposes to illustrate, in a simple and synthetic way, the principal indicators that describe the tourism economy, with particular attention to the hotel sector.

The reference economic scenario indicates a still uncertain situation, in which the internal and international economy, while once again registering growth, is having difficulty regaining the positions occupied before the crisis, with a growth rate of European GNPs, expected for 2011, equal to 1.7%.

World tourism, seriously hit by the international economic crisis, has shown itself to be clearly in recovery in 2010, although not uniformly among the various countries. In Europe the crisis has been stronger (and recovery slower) and Italian tourism has also suffered repercussions, of lesser intensity, in 2009, compared to its principal competitor countries, but with after-effects even in 2010

In 2009 the after-effects of the economic crisis were heavy even for the Italian hotel sector, especially for medium-low category businesses. The demand has decreased, in particular that from overseas. Early indications related to 2010 show a still critical situation, with some signs of recovery toward the end of the year).

The process of restructuring and re-qualifying the hospitality supply has, nevertheless, continued even in recent years as well as that of its redistribution over the national territory, with the weight of the southern regions increasing in the national supply.

The international economic crisis has also had negative repercussions on Italy’s tourism balance, determining a sustained drop in revenues in 2009. An inversion in the trend was registered in 2010, albeit with some relapses in the summer period.

Even the transportation system, suffered the effects of the general economic crisis, and that of tourism in particular, where in the two-year period 2008-2009 a decline was registered in traffic and in the number of passengers, generalised for all the main typologies.

The structural economic picture of the hotel sector indicates a panorama dominated by small businesses (5 - 20 employees), which account for the greatest part of sales in the sector and where the most consistent quota of employees is registered. Generally these are businesses with a high degree of stability, with high survival rates, greater than those encountered in the entire economic system.

From an employment viewpoint, the structure of dependent work of the sector is characterised by the prevalence of full-time contract forms, a high female participation and strong seasonal oscillation.

The adverse economic situation has, naturally, had an effect also on the labour demand: after years of constant growth, the propensity of businesses to hire new staff has dropped brusquely in the two-year period 2009-2010, especially with reference to profiles with medium-high levels of professionalism and education.

Nevertheless the crisis has not kept businesses from investing in the re-

qualification of their employees. Faced with a broad and diversified training supply in the tourism area (higher secondary and university education in tourism, professionalising pathway, professional training courses financed by the public administrations and the European Union), even the businesses do their part: in 2009 almost a quarter of all businesses organised training interventions aimed especially at updating their staff in roles already carried out by them, but also at training them for new tasks.

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Source: www.cpi.si

In accordance with the initiative of the European Qualifications Framework (EQF) and intensive work on the Slovenian Qualifications Framework in the past year, the time has come that the Slovenian qualifications framework is presented to a broader interested public. Therefore, we are going to organize five conferences/consultations and a joint final conference or national conference on the Slovenian Qualifications Framework with an eye of different target groups of stakeholders. Estimated date of consultations on the following target groups are:

4 February 2011 - consultations for representatives of employers
16 February 2011 - consultations for representatives of education
2 March 2011 - conference for representatives of higher education
16 March 2011 - conference for trade union representatives
30 March 2011 - conference for representatives of ministries
20 April 2011, we will make final conference or national conference of Slovenian Qualifications Framework.

Source: <http://www.nok.si/news/view/14>

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Refreshed Show concludes with promising results

At the end of January 2011 the 1st Tourist Show closed its doors. The Show, based on 30 years of tradition, has this year made a breakthrough with the new name Alpe-Adria: Tourism and Leisure Show and the motto Relax! We're here: Alpe-Adria. It introduced the Alps-Adriatic region as the new destination starting point with Ljubljana at its centre. At the same time, it also presented a new challenge for the organizers and the exhibitors with the tourist offer tailor-made for the visitor. During the 4 days from 27 to 30 January 2011, the Show hosted 332 providers of tourist services and 20 nautical companies from the region and also from remote destinations, such as the countries of former Yugoslavia, Spain and Turkey. The refreshed event was attended by approximately 16,000 visitors.

Source: <http://en.gr-sejem.si/>

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Source:
<http://www.anq.gov.pt/>

The pavilion of Portugal at the **World Travel Market (WTM)** was awarded as the best pavilion of the exhibition. With an innovative space dedicated to the program "Prove Portugal" (Taste Portugal) - aimed at promoting Portuguese cuisine, the pavilion of Portugal deserved the WTM higher distinction among 187 countries and over 5000 exhibitors participating in the event. The WTM is the largest fair in the sector worldwide and was held in London between 8 and 11 November 2010.

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Turismo de Portugal and Statistics Portugal were the hosts of the **10th International Forum on Tourism Statistics 2010** which was held in Lisbon, Portugal, from 22 to 23 November, organized in partnership with OECD and Eurostat. This event was focused on five main themes: statistical coverage of new trends in tourism; sustainable and competitive tourism; macroeconomic statistics on tourism; how new technologies can inspire new data collection methodologies; measurement issues in tourism statistics and how to deal with them. It has examined current and future developments relating to these themes and their relevance to government and business decision-making. The aim was to ensure that the conclusions drawn from the discussions lead to new improvements in tourism-related statistics and information, for example in terms of ease of use, comparability and availability.

For details, see
<http://10thtourismstatisticsforum.ine.pt/xportal/>

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BTL - International Tourism Exhibition was held in Lisbon from 23 to 27 February 2011. Year after year - after 22 editions- BTL continues to be place of choice for tourism professionals, serving as a great market barometer. Besides the great display for Portugal as a destination, BTL intended to position itself as a showcase for the CPLP - Community of Portuguese Speaking Countries, promoting their cultural diversity and environmental attraction. At the same time, global specialists came to the BTL's 1st International Conference on Tourism to debate the role of Tourism in economic recovery paths towards a more competitive, sustainable and innovative tourism. The General Secretary of the World Tourism Organization, Taleb Rifai, met with the nation's tourism and economic sector leaders and other specialists to debate strategies to give drive to tourist growth, the qualification of the available offerings, the consolidation of destinations, changes in distribution models, and capture of flows.

For details, see
<http://www.btlconference2011.org/site/>

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