

Title: Training for Tourism Staff on the Client Related Approach

Project type: Leonardo da Vinci - pilot project

Ref. no.: RO/99/2/07096/PI/II.1.1.b./FPC

Duration: 2 years

Actual stage: finalised, with the Final Report approved by the European Commission

Total value of the Contract: 207000 Euros

Total value for the University of Pitesti: 13000 Euros

General context

Romania passes a period of changes that affect all the dimensions of the society. The efforts of integration

Identified needs

- the creation of an up to date system of continuing training of tourism personnel at European standards
- to train the tourism agents as client oriented sellers
- to develop educator qualities to the staff in tourism

As these needs involve quality improvement, all the partners are interested in this type of training method

Goals

- identify a common methodology to respond the new quality requirements
- develop training modules in that spirit, together with introducing the European dimension in the curriculum
- create up to date learning material, on European standards but adapted to the cultural features of the tourism sector
- train trainers able to apply the new methodology and work with the new learning material
- experiment the common methodology
- create material for the general public promoting the new approach

Expected impact

- improvement of the continuing training system in Romania
- influencing mentalities of the tourism agent in order to become an educator
- integration of the European standards in occupational training in Romania
- contribution to a common approach at transnational level to cope with the new challenges of the evolution of the tourism sector

Beneficiaries

- 40 travel agents included in the project
- 5 trainers trained in the project
- training institutions in tourism – training managers, training experts
- users of Travel agent's work guide
- indirect beneficiaries: customers, training institutions with programs for sellers or staff working directly with the travel agents

Content - action plan

1. Needs analysis and definition of a common training strategy
2. Creation of the training modules and learning materials
3. Application
4. Evaluation and production of the products
5. Dissemination activities and final evaluation of the project

Partnership

Institute for Sciences of Education - Bucharest - Romania is a research institution, with a good experience. Escuela de Turismo - Valladolid - Spain and ERGONPLAN S.A. - Athens - Greece will share their experience. ERGONPLAN and Tallents Press Ltd. - Buckingham - UK will use their expertise in open learning materials. University of Pitesti - Romania is a university that can participate also in all the activities, especially in training. The two Scholar Groups, GS Calimanesti and GS Piatra Neamt from Romania are specialists in representing. BRM Travel&Trade and Interbusiness Travel from Romania represent the beneficiary approach, their perspective.

Outcomes – dissemination policy

- training modules in Spanish, Greek, Romanian and English
- learning material for independent learning in Greek, Romanian and English
- travel agent's work guide in Romanian
- dissemination material for VET specialists and general public in Spanish, Greek, French Romanian and English

Products will continue to be used by Romanian training and research institutions included in the project.

Dissemination material for general public will be disseminated by various means, especially by the travel agents.

Evaluation

All the trainers and the trainees trained in the project will be evaluated by University of Pitesti.

Each phase will be evaluated by all the partners.

A report will be established with the contribution of all partners.

Specific criteria will be elaborated in common, as a part of the methodology developed.

General indicators of success :

- good results in the training modules applied
- involvement of the partnership in a new project