

CS.Tour

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CS.Tour goes pan-Europe!



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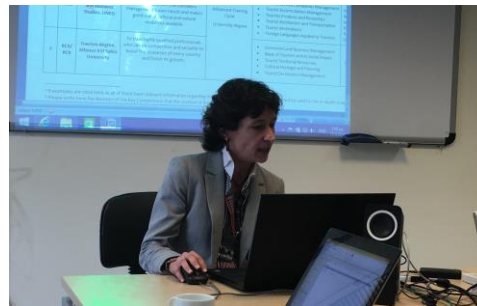
Since our newsletter in November last year, a lot has been happening. The CS.Tour Partners have been busy researching, interviewing & holding Focus Groups with Hospitality & Tourism people across Europe in Sweden, Spain, Cyprus, Greece & the United Kingdom. The premise was to find out the need for & develop a customised training course covering interpersonal and cultural awareness skills relating to those working or interested in working in Hospitality & Tourism.

The results were unanimous in all countries - there is a need for this type of training and that the skills covered are severely lacking in some areas. Great news for CS.Tour!

Following on from this work, a draft **curriculum** was drawn up and subsequently discussed in depth with the CS.Tour partners and their Hospitality & Tourism colleagues.

Based on these discussions, the **training programme** is now being developed in earnest by the CS.Tour partners to plug the skills gaps recognised by our Industry colleagues! We're all very excited to be part of what has been identified as a vital & necessary project.

On the next pages we look at some of the key findings & the questions that were asked at the Focus Groups & interviews in the different countries.



Left to right: CS.Tours partners M.M.C Mediterranean Centre (Cyprus), Folkuniversitetet (Sweden) & Documenta (Spain) developing the curriculum in Larissa, Greece.

Key Findings

The first thing the CS.Tour partners needed to do was find out whether there was indeed any need for the type of training in Social Competencies and Cultural Awareness and Expression Skills (ERF/ KC 6 & 8). The **Training Needs Analysis** for each Partner was taken at the respective Partners country & at national level. **Research** was undertaken in the form of: Desk-based research; **Interviews via Questionnaires**, and **Focus Groups**. Following the completion of the Analysis, a final overview of the data and information acquired was reviewed & analysed.



Photo: Lanarka Tourism Board, Focus Group, CY

Desk research: This approach focused primarily on internet resources, especially websites, training, skills and vocational qualification sites, policy and wider industry sources. Desk research centred on Social and Cultural Awareness subjects, in order to identify the sector's current approach towards KC6 and KC8.

Interviews and Focus groups: CS.Tour Partners targeted various Hospitality &

Tourism sector professionals, ranging from Hotel Managers, Tourism experts and small business owners. Individuals were interviewed, using telephone and face-to-face techniques. The focus groups took place across the UK, Spain, Sweden, Greece and Cyprus.

ERF/KC6: Social Skills & Competencies:

In all countries, a significant amount of Social skills, were identified as a skills shortage within the sector. Social skills deficit included:

- *Oral communication skills*
- *Written communication skills*
- *Customer handling skills*
- *Team-working skills*
- *Language skills*

ERF/KC8: Cultural Awareness & Expression:

Universally it was found that a friendly demeanour, good manners, a good appearance and a passion & ability to learn are vital when working in Hospitality & Tourism.

The other finding was that in order to be exceptional at the job, local knowledge is essential. More and more visitors are less interested in the obvious tourist places but more in a "local" experience – local food, local restaurants, etc. Training was identified as key in these areas. In Sweden, it was noted that there seems to be a "culture clash" between those who are working and customer expectation, and that culture is now being addressed in schools.

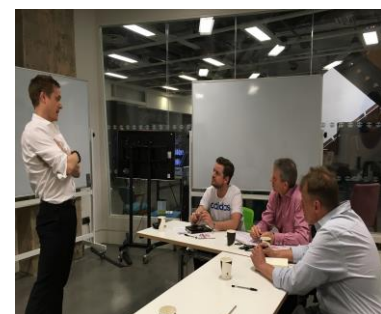


Photo: Rinova/LTR, Focus Group, UK

The Questions asked:

- Q1.** What are the main skills, knowledge or attitudes do you look for in people when you are recruiting to jobs in the Hospitality & Tourism sector?
- Q2.** Looking specifically at Cultural Awareness and Expression, what are the main skills, attitudes or knowledge that staff need to have to work in Tourism and Hospitality (i.e. in terms of cultural awareness and expression)?
- Q3.** As the above are important, do you ever experience any problems getting staff in Tourism and Hospitality with those skills, knowledge and attitudes in Cultural Awareness and Expression?
- Q4.** A Key KC8 cultural awareness and expression skill is: the “ability to relate one’s own creative and expressive points of view and manifestations to those of others”.
- Q5.** Looking specifically at Social and Civic Competences, what are the main skills, attitudes or knowledge that staff need to have to work in Tourism and Hospitality (i.e. in terms of social and civic competences)?
- Q6.** As what you have said above in Q5 are important, do you ever experience any problems getting staff in Tourism and Hospitality with those skills, knowledge and attitudes in Social and Civic Competences?
- Q7.** A Key KC6 social and civic competency skill is: “awareness and understanding of national cultural identity in interaction with the cultural identity of Europe and the rest of the world; and the ability to see and understand the different viewpoints caused by diversity and contribute one’s own views constructively”.
- Q8.** Do you know of any training or any programmes which have helped staff in Tourism and Hospitality to develop skills, knowledge and attitudes in cultural awareness and expression?

KC6: Social Competence

The core skills of SOCIAL COMPETENCE include the ability to communicate constructively in different environments, to show tolerance, express and understand different viewpoints, to negotiate with the ability to create confidence, and to feel empathy.

KC8: Cultural Awareness & Expression



The foundation of communication! It involves the ability of standing back from ourselves and becoming aware of our cultural values, beliefs and perceptions. Personal, interpersonal and intercultural competence cover all forms of behaviour that equip individuals to participate in an effective and constructive way in social and working life. KC8 Cultural awareness and expression is the wider appreciation and understanding of their importance in the work place, for example, offering menus in multiple languages.

What next for CS.Tour?

The CS.Tour Partnership has already started working on the **CS.Tour Curriculum** and **Training Toolkit**, following on from the Training Needs Analysis. The final draft is expected by August 2016 with Train the Trainers taking place in Cyprus, November 2016.

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