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EUROPEAN COMMISSION
 DIRECTORATE-GENERAL ENTERPRISE AND INDUSTRY



Bridging the Skills Gap
 Brussels, 3rd-December-2013



36 organisations from 28 countries:



- Austria*
- Belarus*
- Belgium (3)*
- Bosnia-Herzegovina*
- Bulgaria*
- Cyprus*
- Czech Republic*
- Estonia*
- France*
- Georgia*
- Germany*
- Greece*
- Hungary*
- Israel*
- Italy (2)*
- Latvia*
- Lithuania*
- Norway*
- Poland*
- Portugal*
- Romania*
- Russia*
- Serbia (2)*
- Slovenia*
- Slovakia*
- Spain (2)*
- Switzerland (2)*
- United Kingdom*



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What does a client look for?

This ...



... or this ?



= “not a single service - a complete local experience”



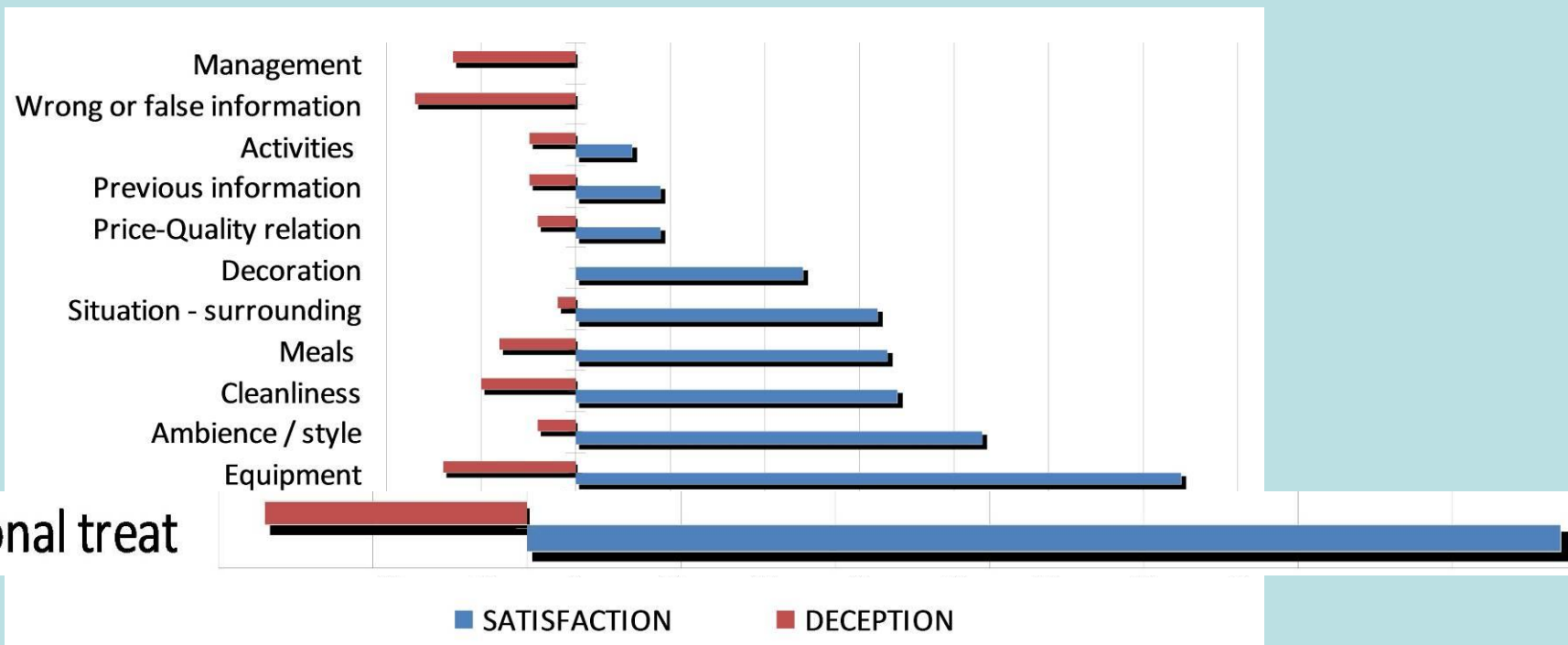
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Elements of Satisfaction and Deception



“ The visitor is buying a dream, not just a meal or a bed ”





Which skills are needed ?

- **Empathy** – *“Deal and feel with the client, make him feel comfortable”*
- **Responsible** – *“Be serious with yourself and others”*
- **Organised** – *“What, how, and when to do it”*
- **Specific knowledge** – *“Know your service and how to run it”*
- Core tasks of each service (gastronomy – accommodation - ...)
 - Sanitary, health, security, technical maintenance
 - Communication tools (especially ICT)
 - Administration / office work
- **Languages**
- **Contingency management**



“Attitude and Social Skills come first”





Skills are fine – but can we train them?

- **Knowledge:** necessary, but not enough
- **Consumer** expectation is increasingly demanding regarding the personal attention
- Successful businesses are based on **passion**

TWO core points:

- **Personal traits** – not everybody serves for any job
- **Practice, practice,** and again **practice**

“Theory helps to understand – but you need to DO it”





How and where to train

Young people

- Any school level
- Vocational education and training
- If academic: high practical content and several trainee periods

Running businesses

- Modular training schemes
- Monographic and short (20-30 hours)
- Compatible with working hours
- Quick adaptation of contents to new developments
- No formal requirements for access
- Specialized VET institutions, academies, professional orgs
- Business support services

“The passion to deliver a perfect job”





What can EC programs do for us?

- The finished Lifelong Learning Program was helpful for generation and transfer of flexible tools and content
- Tourism is a transversal sector – keep this in mind when defining priorities
- For adults (= running businesses), private VET entities or departments directly related with the sector are more effective
- Support the introduction of practice and lectures by practitioners into academic curricula
- Not focus (only) on formal qualifications
- Increase exchange of working experiences in other countries (“mobility”)

***ANY job in direct contact with the visitor needs awareness
– even if **NOT** in a tourism business***



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Project "Practice based training tool for Safety and Security in European rural tourism"

Project goal:

improved training in Safety and Security at workplace and for clients, to increase the competitiveness, trust, reliability of rural tourism initiatives in Europe.

Project results : Handbook "Your rural tourism business - run it smart"

Web tool online self evaluation

Web tool - Inspection manual

Web tool - Virtual training in Safety & Security

European Rural Tourism Workshop in Safety - 2014



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***“If you have fun doing it,
the rest will take care of
itself”***

Thank you for your attention!



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