

Activity 3: Audit of ongoing vocation and education programmes (addressed to provide skill qualifications in trade sectors identified)

Based on the previously detected main skills gaps – particularly those found to be the same/ very similar in all partner countries - the following paragraphs are based on results found in desk top research on vocational and education programmes to answer these skills gaps. However, focus was to be set on the gaps in these offers and examples that could be found to answer were listed.

1. Add Knowledge on European Cultural Routes

No courses or training that are not embedded into long-term qualifications (e.g. at university level) were identified that address the acquisition of this knowledge.

In the qualification of tourist guides parts may be included, but this is not accessible to other target learners.

2. Add Language skills (in particular English) among staff providing service to tourists in cultural routes

There are various suppliers which offer customized courses to staff providing services to tourists that can apply to suppliers of cultural routes

Title: “English in the service industry”

and general ones like “Basic English”, “Brush up your English”, “English intermediate” and “General business English”,

Provider: BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH, Vienna – www.best.at

Addressees: waiter/waitress, cook and kitchen help, restaurant and hotel staff

Contents: Language training courses are individualized to the needs of the customer,

Opinion: very VET oriented also including customer care and administration, different training approaches applied

Title: “English for tourism- and leisure industry”

Provider : WIFI Salzburg – www.wifisalzburg.at
[course link](#)

Addressees: people in general working in the tourism industry

Contents: Training focused on the practical conversation with guests; scenarios and role-plays

Opinion: Very good client rating; however, not particularly focusing on cultural routes and needs there

Title: “Refreshing course – Modern English for Tourism”

Provider : TourismusTraining.at – www.tourismustraining.at - [course link](#)

Addressees: people in general working in the tourism industry

Contents: Telephone conversations, at the reception, descriptions and directions, tourism specific vocabulary

Opinion: one day seminars; No evaluation available but directed to tourism in general

Title: “English for international tourism”

Provider : the English connection– www.english-connection.at - [course link](#)

Addressees: people in general working in the tourism industry

Contents: Booking, check-in, phone, fax, claims, directions, descriptions, instructions, local food & drinks, sales training + designing a tourism development plan

Opinion: advanced level (B1-C2) but not particularly focusing on cultural routes and needs there

Title: “Online language training in the field of tourism”

Provider : LinguaTV – www.linguatv.com - [course link](#)

Addressees: people working in the tourism industry

Contents: Online course with lectures and interactive tasks, learning quizzes, videos from authentic scenes, tourism relevant vocabulary, downloads
20 lectures, 60 hours material, 1000 tasks

Opinion: no evaluation done yet but tourism in general is tackled

3. Creativity, business and entrepreneurship skills (especially among craftsmen, local artists, producers) along cultural routes

There are many courses and (long term) master programs, consulting services that address general business and management issues in the tourism area. However, these are not for participant who do not follow the full program. The following list are those open to general public that link creativity and tourism in one offer:

Title: “Mind-trainer for business and tourism”

Provider : Gedächtnisraingsakademie – www.gedaechtnistraining.at - [course link](#)

Addressees: people working in the tourism industry

Contents: Mind-training in business and tourism, creativity, concentration, life-balance, brain-support, project work tourism and business

Opinion: information provided online, no evaluation done

Title: “Time-management and communication in the tourism sector”

Provider : Wifi Salzburg – www.wifisalzburg.at - [course link](#)

Addressees: people working in the tourism industry

Contents: How to optimize use of resources, setting priorities, minimize friction and loss of time, improve communication

Opinion: similar training by the same supplier that last short time only; however, not focused on cultural routes

Title: “Seminar for receptionists”, “Seminar for hotel managers and directors”, “Seminar for service people”, “Coaching for travel agents”

Provider : Werner Heimgartner – www.heimgartner.info - [course link](#)

Addressees: people working in the tourism industry

Contents: “the psychology of the hotel-industry”

Trainings in different fields and hierarchy levels addressing the issues – 1-3 days

Opinion: more consultants that offer similar services, the one listed here offers pre-defined training and is targeted at the tourism sector in general.

Finally, related to particular basic skills lacks set in workplace scenarios and customer care issues, BEST has been developing mobile learning contents with their project partners in the project “Reach the hard-to-reach”: how to engage young groups of learners and bridge the digital divide via Mobile Assisted Learning in Basic Skills workplace training & Customer Care for different work sectors in Europe.’ Although these contents are not focusing on cultural routes, one sector addressed is tourism and parts of the mobile learning units may still be of use for providers targeted by the VERNE project. (This project has been co-funded by the European Commission within the LLP’s strand of Transfer of Innovation; Project nr: 2011-1-NO1-LEO05-03245. Further details can be found at the project website: www.reach-project.eu)

4. Skills in designing cultural routes

No training aiming at the development of skills necessary to design routes has been identified other than within e.g. long-term qualifications (e.g. at university) or those embedded in specific vocational qualifications (e.g. tourist guides). There are various programs, training and courses for travel agents and travel guides.

5. Knowledge on the possibilities of having institutional support (from the European, regional and state institutions) for the development of tourism, hotels, restaurant, own businesses, etc. along cultural routes

Some private consultants offer consultancy regarding institutional support but no particular training; their offer is rather divers and entails higher costs, in most cases as fixed costs plus a share of received funding.

There is information about institutional support by the chamber of commerce, tourism sector that sometimes also offer ‘info days’ but not particularly focusing on cultural routes.

[Information link](#)

Austrian Federal Province(s) have offices to provide institutional support on funding possibilities, e.g. in Vienna it is the ‘EU Förderagentur’ (http://eufa-wien.at/index_en) that, however, is not restricted to tourism providers; they also organise ‘info days’ related to different funding, like EU calls and strands.

In Lower Austria e.g., the regional government has provided a *Tourismushandbuch* and similar services related to institutional support on their website: <http://www.noe.gv.at/Wirtschaft-Arbeit/Wirtschaft-Tourismus-Technologie/Foerderungen.wai.html>; with their regional supporting organizations, they offer 'info days'; however, this is not restricted to cultural route providers/ service suppliers

Regional/ local tourism associations offer from time to time training and/or information/ support to tourism providers following generic interesting topics; however, there is hardly a regular training scheme offered by them directly on the topic of cultural routes funding or detected needs

Thus, to summarise the research on vocational/ educational offers/ services in Austria answering skills gaps detected in the targeted sector of cultural routes, we still can find that there are hardly any programmes related to particular cultural routes providers nor do they answer the job requirements (and individual situation of cultural routes workers) regarding training delivery (e.g. hardly online or self-study materials available, little flexibility regarding time), monetary aspects (e.g. low fees) or contents provided (i.e. focusing on cultural routes per se).

VERNE training materials should, to better answer these, consider these three aspects for the Austrian market.

References:

The following sources are taken from the internet (last visited January 10th, 2012)

<http://www.mozartways.com/content.php?id=1292&newsdetail=82&ctype=termin&m=5>

http://www.coe.int/t/dg4/cultureheritage/culture/Images/Routes/Mozart/map_fr.jpg)

http://www.mozartways.com/content.php?m=3&lang=en&m_id=1184&id=1184)

(source: <http://www.transromanica.com/en/association/>)

(source: <http://www.transromanica.com/en/about-the-time/>)

(source: <http://www.eisenstrasse.co.at/portal/>)

<http://www.eisenstrasse.co.at/portal/index.php?id=18&L=1>

(source: http://www.cemeteriesroute.eu/en/?page_id=11)

(source: <http://www.kulturdokumentation.org/eversion/indexframe.html>)

www.best.at

www.tourismustraining.at

www.english-connection.at

www.linguatv.com

www.gedaechtnistraining.at

www.wifisalzburg.at

www.heimgartner.info

www.reach-project.eu

http://portal.wko.at/wk/format_detail.wk?angid=1&stid=564361&dstid=726

http://eufa-wien.at/index_en

[http://www.noe.gv.at/Wirtschaft-Arbeit/Wirtschaft-Tourismus-](http://www.noe.gv.at/Wirtschaft-Arbeit/Wirtschaft-Tourismus-Technologie/Foerderungen.wai.html)

[Technologie/Foerderungen.wai.html](http://www.noe.gv.at/Wirtschaft-Arbeit/Wirtschaft-Tourismus-Technologie/Foerderungen.wai.html)