

**III MEETING**

**GREECE**

**VERNE PROJECT**

**RESULTS REPORT “Available courses,  
gaps in educational offer”**



Education and Culture DG

Lifelong Learning Programme



**V.E.R.N.E.**

**ASOCIACIÓN DE DESENVOLVEMENTO  
RURAL TERRAS DO DEZA**



**JUNE 19 – 20**

**2012**



DG Educación y Cultura

## TRAINING IN SPAIN: EDUCATIONAL SECTOR:



### EDUCATIONAL SECTOR:

#### **1. UNIVERSITIES:**

DEGREE  
POST GRADUATE

#### **2. TRAINING ON HOSPITALITY AND TOURISM**

INTERMEDIATE COURSES  
HIGH DEGREES



## TRAINING IN SPAIN

### GOVERNMENT:

#### **1. CENTRAL ADMINISTRATION:**

- SEGITUR. Society for the Management of Innovation and Touristic Technologies
- ICTE. Institute for Spanish Quality Tourism

#### **2. REGIONAL ADMINISTRATION:**

- Xunta de Galicia. TURGALICIA. CENTRO SUPERIOR DE HOSTELERIA DE GALICIA

#### **3. LOCAL ADMINISTRATION**

- COUNCILS

### PRIVATE SECTOR

- LOCAL ACTION GROUPS: ASOCIACIÓN DE DESENVOLVEMENTO RURAL TERRAS DO DEZA
- HOSPITALITY ASSOCIATIONS. ASOCIACION DE HOSTELERIA COMPOSTELA
- CHAMBERS OF COMMERCE.
- RURAL TOURISM ASSOCIATIONS. ASOCIACION DE TURISMO OURO VERDE.
- PRIVATE CONSULTING: PROSEM.
- TRADE UNIONS:

## TRAINING DEGREES AND VOCATIONAL TRAINING IN SPAIN

### FAMILY BUSINESS DEGREES ON HOSPITALITY AND TOURISM

#### INTERMEDIATE COURSES

KITCHEN TECHNICIAN

BAKERY TECHNICIAN

TECHNICAL SERVICES INCLUDED BAR AND RESTAURANT

#### HIGHER DEGREES

HIGHER TECHNICIAN TRAVEL AGENCIES

SUPERIOR TECHNICIAN IN ACCOMODATION

TECHNICAL EDUCATION IN TOURIST COORDINATOR

TECHNICAL EDUCATION IN INFORMATION AND TOURIST MARKETING

TECHNICAL EDUCATION IN RESTORATION

## SOME EXAMPLES IN GALICIA

### AULA UNED LALIN

- 1.- Course: **"Introduction to Business English. Elementary business English "**.  
Duration: 20 hours. 2 free credits, ECTS 1crédito.
- 2.- Course: **"II Spanish for immigrants."** Duration 60 hours. Free credits 1; 0,5 ECTS credit.
- 3.- **"IV Conference on strategic direction for Medium and small companies: Rural tourism in Galicia: present situation and prospects."** Duration 20 hours. 2 free credits, ECTS 1crédito. In collaboration with the GDR TERRAS DO DEZA
- 4.- Course: **"What are they and what are the social networks?"** Duration 35 hours. 3 elective credits, 1.5 ECTS credits.

## SOME EXAMPLES IN GALICIA

### NO OFICIAL TRAINING

## TRAINING PLAN FOR GALICIAN TOURISM EXCELLENCE

### TURGALICIA

**Courses financed by the European Social Fund, Ministry of Industry, Energy and Tourism and Turgalicia.**

**TARGET:** Entrepreneurs / or technical staff as the tourist industry who wish to improve their understanding of the current business environment and improve their ability to lead change in their companies.

**1. INNOVATION IN TOURIST SERVICES**

**AIMS:** This course aims to raise awareness , about the importance of innovation and lay the foundation for integrating innovation in culture and tourist enterprise management.

**2. EXCELLENCE IN TOURIST MANAGEMENT**

**AIMS:** To show the keys and methods to follow to ensure excellence of various processes of business management.

**3. E-MARKETING TOURIST (STARTER)**

**AIMS:** To analyze the different options for company's presence on the Internet and its objectives (website, social networks, repositories of images and multimedia.) And the keys to effective use in each case.

## SOME EXAMPLES IN GALICIA

### TRAINING PLAN FOR GALICIAN TOURISM EXCELLENCE

### TURGALICIA

#### **4. MANAGEMENT OF RURAL TOURISM**

*AIMS: To teach the keys to successfully managing small business, differentiate their offerings and manage their resources optimally.*

#### **5. RESTAURANT MANAGEMENT**

*AIMS: To teach the most important aspects for managing a restaurant, from the definition of supply and positioning, management of resources and cost control.*

#### **6. GOURMET WINE AND TOURISM**

*AIMS: To help better understand the potential demand and the various parts and to design specialized products and services to properly manage visitors.*

#### **7. KEY TRAVEL AGENCY BUSINESS ONLINE**

*AIMS: To help better understand the potential demand and the various parts, identify strengths and weaknesses, learn to design products or services and manage their online marketing and distribution.*

## SOME EXAMPLES IN GALICIA

### TRAINING PLAN FOR GALICIAN TOURISM EXCELLENCE

### TURGALICIA

#### **8. ACTIVE TOURISM AND NATURE TOURISM**

*AIMS: To show the business opportunities in this type of tourism and teach the keys to develop and sell new products and services segmented.*

#### **9. MANAGEMENT AND RURAL TOURISM PROFITABILITY**

*AIMS: To provide concepts and tools that help to improve management and profitability.*

*COURSE 10*

#### **10. EFFICIENCY SAVINGS AND MANAGEMENT COSTS**

*AIMS: This course will give the basic knowledge to better manage costs and performance of the company without affecting the quality of service.*

#### **11. NEW PRODUCT DESIGN INTERNATIONAL SEGMENT**

*AIMS: Teaching to identify trends and opportunities, and a method to development tourism products and experiences designed to target market segments.*



## SOME EXAMPLES IN GALICIA

### TRAINING PLAN FOR GALICIAN TOURISM EXCELLENCE TURGALICIA

#### **12. SOCIAL NETWORKS AND MARKETING ON-LINE. ACCOMMODATION SECTOR.**

*AIMS: To acquire knowledge and methodologies to ensure effective use of social networks and other online media as channels of promotion and marketing of hosting services.*

#### **13. DEVELOPMENT OF NEW BUSINESS: STARTING AND GROWTH.**

*AIMS: This course tries to demonstrate the key aspects for the implementation of new tourism enterprises and the main challenges faced by entrepreneurs for your project can take off and grow.  
The student must prepare a business plan and will help to identify support services for business development.*

# SOME EXAMPLES IN GALICIA

**CETUR : CENTRO DE ESTUDOS E INVESTIGACIONES TURÍSTICAS DA UNIVERSIDADE DE SANTIAGO DE COMPOSTELA.**



## **"Training course for Tourist Guides "**

Total hours: 35 hours + 15 hours Practice Theory.

- "The vision of Galicia through the cinema"
- "The relationship between literature and landscape in Galicia"
- "Galicia through the authors of antiquity."
- "Museums in Galicia and its relation with tourism"
- "The Museum as a meeting place and interaction tourist destination."
- "Roundtable: Present and future two Museums in Galicia" "The landscapes in Galicia. Interpretation or tourism "
- "Physical Geography and population. Genesis and dynamics of Galician landscapes. "
- "The protected natural areas"
- "New technologies in Tourism"
- "Eno-gastronomy and tourism"
- "Eno-gastronomic tourism and culture in Galicia"
- "Product Club" Ribeiro Wine Route ". Challenges of an emerging destination "
- "The path of the Rias Baixas wine"
- "Interpretation of the seafaring life and rural landscapes"
- "Understanding the life at sea."



## SOME EXAMPLES IN GALICIA

### CENTRO SUPERIOR DE HOSTELERIA DE GALICIA

*The **Diploma in Hospitality Business Management** is a non official degree included in the study plan of the University of Santiago de Compostela (USC).*

*Students acquire the skills to manage any hotel or tourism department. It is a three-year course, each one lasting 11 months. Students spend 8 months at the school combining one week theory classes (business administration) with another week of hands-on practice (service, kitchen and lodging operations). Then, students must accomplish a three-month work placement at a firm and also design a feasibility project.*

- Stages . - 775 hours / 20 weeks

#### **STUDY PLAN. Theory .**

- **1ST Module: Management I and Service Operations**
- **2nd Module: Management II ad Kitchen Operations**
- **3rd Module: Management III and Lodging Operations**

**Work placements at firms (Stage).** During their stay at the CSHG, students must accomplish a total of 32 weeks tutored work placements at different hospitality companies. Students' practices will take place in the service operations sector.

#### **Feasibility project**

In order to motivate students and to get them familiar with team work, recruitment procedures, data treatment and analysis, students must design of a hotel management feasibility project including Marketing, F&B, Lodging and Facilities management, Human Resources, and Business Administration (Finance and Law).

## SOME EXAMPLES IN GALICIA

### CENTRO SUPERIOR DE HOSTELERIA DE GALICIA

*The **Restaurant Management and Food Preparation Certificate**. Students are trained to become future professionals restauration or catering establishments' managers. This certificate lasts two years. Each course students spend 8 months at the school, with a combination of one week theory classes and another week hands-on practices. A the end of each course students must accomplish a three-month work placement at firms and design a business feasibility project for **CSHG** Restaurant à la carte.*

#### **STUDY PLAN**

##### **Theory:**

- 1st Module: Management I and Kitchen Operations I**
- 2nd Module: Management II and Kitchen Operations II**
- Practice classes and Work Placement at firms (Stage)**

## SOME EXAMPLES IN GALICIA

### CENTRO SUPERIOR DE HOSTELERIA DE GALICIA

- **Kitchen Operations I**

- **Kitchen Operations II.** *According to the subject topics, teachers will go into the basic training of students in depth, since students will accomplish kitchen and pastry duties in hospitality business companies during their stage. Two weeks will be devoted to the business feasibility project.*

- **Service Operations II.** *Students will specialize in the food and beverage department as a basis to be able to supervise the specific duties in an occidental restaurant or coffee bar.*

- **Work Placement at firms (Stage)**

- *Students will accomplish practices tutored by the **CSHG** in the hospitality business sector for 20 weeks.*

## SOME EXAMPLES IN GALICIA

### ASOCIACIÓN DE HOSTELERIA COMPOSTELA

Training initiatives specifically geared to train active workers in the hospitality sector who wants to improve their skills and specialize in emerging techniques.

Most of these courses are oriented to workers of hospitality sector or unemployed

## SOME EXAMPLES IN GALICIA

### ASOCIACIÓN DE HOSTELERIA COMPOSTELA

#### TRAINING ACTIONS FORCEM 2011

##### **KITCHEN AREA**

RICE (40 hours):

THE COOKING OF MEAT (44 hours):

COOKING FISH AND SEAFOOD (44 hours):

COOKING OF VEGETABLES AND DRIED VEGETABLES, PASTA, RICE AND EGGS (44 hours):

COOKING WITH CHOCOLATE (15 hours):

##### **SERVICE AREA**

COCKTAIL (40 hours):

TECHNICAL SERVICE RESTAURANT-BAR (34 hours):

##### **OTHER AREAS**

ENGLISH FOR THE HOSPITALITY AND TOURISM (40 hours):

RESTORATION PROTOCOL STANDARDS (34 hours):

HACCP: SUPPLY, STORAGE AND TRACKING (125 hours away):

# GAPS IN GALICIA



- Most courses are in the SAME SECTOR: HOTEL AND RESTAURANT. Needed to incorporate courses in new areas like handicrafts
- LANGUAGES: There are many courses but little efficacy. Just in English not in French or German
- SMALL COMPANIES , specially rural tourism, some times the managers they have no time to attend the courses. Usually attends the owner no the manager
- Most of training courses are in Santiago or in another cities not in small towns





# TERRAS DO DEZA

- **ROMAN RODRIGUEZ GONZÁLEZ**
- **CARMEN LAREO MORAO**
- **JOSÉ LUIS FACTOR RODRIGUEZ**
- **XOSÉ MANUEL SANTOS SOLLA**
- **ELENA FERNANDEZ ANTONIO**
- **PAULA SUANZES HERNANDEZ**

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