

„SeasonReady – Work-based learning for seasonal hospitality workers” is a project funded within the Erasmus+ programme. SeasonReady project aims to develop an effective and sustainable framework for continuing education and training in the tourism and hospitality sector, addressed at small and medium-sized enterprises employing seasonal staff.

The project is coordinated by Institute for Tourism, and duration of project is 28 months (September 2017 – December 2019). Project partners are: CESIE (Italy), Confesercenti (Italy), Croatian Chamber of Trades and Crafts (Croatia), Olympic Training & Consulting Ltd. (Greece) and Peloponnese Tourism Organization (Greece).

News

- **Training materials are produced**

Partners have produced training materials for the up skilling of seasonal hospitality workers. Training materials consist of 6 modules: Customer service; Communication; Personal and professional development; Front office; Food and beverages service and Housekeeping. Manual for trainers is also produced. All materials are available at <http://www.seasonready.eu/outcomes/>

- **Piloting of training materials**

Piloting of training materials is done in Croatia on May 20, by Croatian Chamber of Trades and Crafts in Rijeka. Piloting in Italy is foreseen for May 14, 23 and 30.

- **Fourth transnational project meeting**

Fourth transnational project meeting will be held in Zagreb on 13 and 14 June. On this meeting will be discussed the result of the piloting and its implication for finalisation of SeasonReady training material.

- **Visit us on Facebook!**

On project web pages (<http://www.seasonready.eu/>) and Facebook pages (<https://www.facebook.com/SeasonReady.ERASMUS/>) are published all materials and news about SeasonReady project. Visit us and find out how to ready for the season!

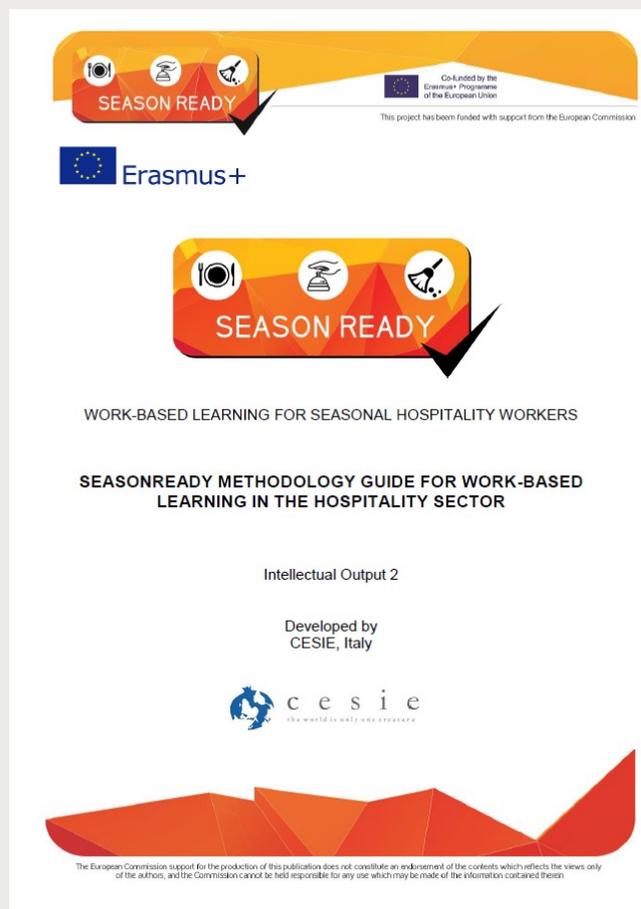
Methodology Guide

The SeasonREADY methodology guide for work-based learning (WBL) in tourism and hospitality sector was developed on the results of extensive research carried out in three EU countries – Croatia, Greece and Italy.

The methodology guide presents a universal model of work-based learning which can be applied in different national contexts. The guide is focused on the key elements of the successful preparation and implementation of WBL reflecting the specifics of seasonal staff in tourism and hospitality.

The methodology guide was developed to be comprehensive yet easy to understand with the aim to enable owners, managers and in-house trainers of small-medium hospitality enterprises (SMHE) to design and implement their own WBL strategy. At the first step, it gives fundamental information about work-based learning, workplace learning and training on the job. Secondly, it provides complex guideline on on-the-job training methodology accompanied by training materials for in-house trainers, examples and exercises.

A training programme tailored according to the SeasonREADY guide will provide seasonal staff with effective training and help improve quality of services and competitiveness of SMHEs.



Methodology Guide is available at <http://www.seasonready.eu/wp-content/uploads/2018/12/SeasonReady-IO2-Methodology-Guide.pdf>.

Activities

Multiplier event in Palermo

Success in tourism and hospitality is strongly dependent on the quality of customer services and clients' satisfaction. To provide high standard service competent and motivated employees are essential. However, maintaining the quality during high season might be challenging even in the best teams.

The SeasonREADY project intends to support the competitiveness of enterprises in tourism and hospitality by providing a work-based learning programme designed to improve professional competences and motivation of seasonal staff. Furthermore, the project offers a Guide dedicated to employers, managers and in-house trainer to support

the implementation of on-the-job training programmes in their organisation.

On December 14, 2018, at the occasion of the first multiplier event, CESIE presented the results the SeasonREADY research including training needs and preferences of small and medium enterprises in tourism and hospitality sector. Then the SeasonREADY Methodology Guide for Work-Based Learning and Training materials for seasonal workers were presented and discussed with participants.

At the conclusion of the event, employers and managers had an opportunity to enrol for the upcoming training courses.

Training materials

SeasonReady training materials are intended for staff with no specific qualifications or skills in hospitality services. It covers the main tasks usually assigned to seasonal staff in SMHE, i.e. front office services, housekeeping, food and beverage services. The training materials are specially designed to address both content-wise and structure-wise the identified needs of the seasonal staff in a way that is easy to use by in-house trainers (i.e. non-specialists in education).

Training Module 1: Customer Service

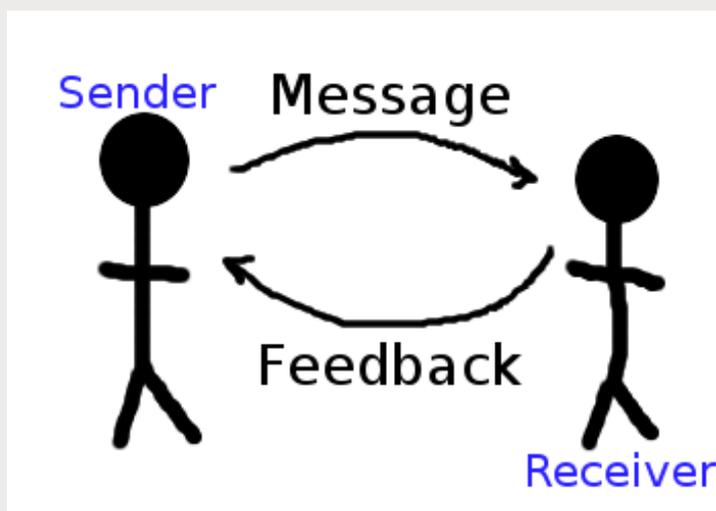
This first module is dedicated to customer service in the hospitality and tourism industry. In this sector, care for guests is crucial to attract new and keep loyal clients and partners. Excellent customer service must be provided by all employees. In order to represent well the enterprise and ensure the best customer experience possible, employees have to be equipped with the key competencies in customer service. This module covers the following competencies necessary for high-quality customer service: customer care, customer relations and problem solving.

Training Module 1 is available at http://www.seasonready.eu/wp-content/uploads/2019/05/SeasonReady_TM_Module1_Customer-service.pdf.

Training Module 2: Communication in SMHE

If someone asks a hotel owner what is the number one priority at his/her hotel, it is very likely the answer to be something like “providing great services to my guests”. Every guest should go back home happy and look forward to return at the hotel in which has gained some great experience. Obviously there are a lot of things that contribute to perfective guest’s experiences. One factor is the way that the hotel staff interacts with their guests. That means that people who provide services to guests need to be aware of the multifaceted factors affecting communication.

Training Module 2 is available at http://www.seasonready.eu/wp-content/uploads/2019/05/SeasonReady_TM_Module2_Communication.pdf.



Training Module 3: Personal and professional development

The need for constant personal and professional development of employees in SMHE seems to be “one way road” in order for them to be more competitive, to upgrade their skills and knowledge and provide eventually services of high quality. Starting point for the employees in hospitality sector is the awareness of their role within the SMHEs and their responsibilities when they exercise their profession. The recognition of needs for further development, the factors that motivate employees and affect their performance are of high importance for the development of the professional status of employees, especially for seasonal ones, who might have different motives, occupational and educational backgrounds from the regular tourism professional employees.

Training Module 3 is available at http://www.seasonready.eu/wp-content/uploads/2019/05/SeasonReady_TM_Module3_Personal-Professional-Development.pdf.

Training Module 4: Front office

The best description of the front office is as the nerve center or hub of a hotel. The primary function of the front office is to be a facilitator between guests and other departments of the hotel. Also, front office supports and helps in providing services to the guests. The front office employee will make the first and last impression on the guests, so the role of the front office is crucial for the success of the whole hotel. Front office staff must be well prepared to handle various tasks and activities during their usual work day.

Training Module 4 is available at http://www.seasonready.eu/wp-content/uploads/2019/05/SeasonReady_TM_Module4_Front-Office.pdf.



Training Module 5: Food and beverages service

Serving food and drinks is a very complex, responsible and delicate job since you will constantly be in contact with people, that is, home and foreign guests of various personal traits. Before serving itself, it is very important to know how to take care of the restaurant space: to properly set up the tables, check the small inventory and to replace if something is broken or malfunctioning and to check regularly the beverage store. On the other hand, the food and beverage server must have good administrative skills, especially when han-

dling reservations and executing the weekly work plan. In that way, the working place will be organised and functional in order to make guests satisfied.

Training Module 5 is available at http://www.seasonready.eu/wp-content/uploads/2019/05/SeasonReady_TM_Module5_Food_and_Beverages_Serving.pdf.

Training Module 6: Housekeeping

Housekeeping is the backbone in the tourism industry, as helps visitors to shape their first impression of a hotel and its quality distinguishing it from others in the same category. Housekeeping is way more than just cleaning a room using dusters and brooms. Housekeeping has the “power” to enhance or ruin the reputation of a tourism establishment. Therefore, there is a whole “strategy” and responsibilities in it and in this sub unit you will be able to learn all the “tips” that will enable you to exercise the profession effectively and efficiently.



Training Module 6 is available at http://www.seasonready.eu/wp-content/uploads/2019/05/SeasonReady_TM_Module6_Housekeeping.pdf



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