

„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).

All information about SeasonReady project are available at <http://www.seasonready.eu/> and <https://www.facebook.com/SeasonReady.ERASMUS/>.

News

- **Focus groups**

Focus groups with key stakeholders will be organised to see how best to exploit project results from IO2 (Work-based learning methodology guide) and IO3 (Training materials for seasonal workers in hospitality and tourism sector). Focus groups will be organised in all partner countries - Croatia, Greece and Italy.

- **Second national conference in Croatia**

Second national conference in Croatia will be organised on 27 and 28 November. The conference will be an opportunity to present and discuss Training material for work-based learning of unspecialized seasonal hospitality staff and Guide with recommendations to policy makers, stakeholders and VET providers for the adoption of work-based learning in small-medium hospitality enterprises.

- **Final project meeting**

Final project meeting will be held in Pyrgos (Greece) on 11 December. Project activities and results will be presented at the final project conference “Training of seasonal staff in the field of tourism and hospitality: challenges and opportunities” which will be held on 12 December, so that all project partners can participate.

Piloting of training materials

The piloting phase of SeasonReady project is crucial for the validation and finalization of SeasonReady training material and methodology for work-based learning. Partners - OT, CESIE, Confercenti and HOK - were involved in piloting in all the three partner countries - Croatia, Greece and Italy. Piloting of work-based learning (WBL) training were run in parallel in all partner countries, involving representatives of trainees, in-house trainers, managers and owners. Piloting was implemented in two phases: in the first phase, the in-house trainers attended a short training on the use of the methodology and the training material in order to understand the learning process. In the second phase, actual piloting took place.

Croatia

The training of in-house trainers was organised on 20 of May 2019 in Rijeka and it was held by a VET expert from the Regional Chamber of Trades and Crafts of Rijeka. Seven in-house trainers participated in the training. During the in-house trainers' training, the SeasonReady project, the WBL Methodology, the training modules and training material were presented. A segment about adult education, its differences from regular education, different forms of WBL, were also included. It was important for the participants to understand how adults learn and what motivates them when learning new skills. Furthermore, a segment on how to manage conflict situations between managers/mentors and workers, was also included which was very well received by the participants.

The piloting of WBL training was held on 21-23 May 2019, in the Hotel Mali raj in Opatija. Seven



trainees and one in-house trainer participated in the training.

The implementation of the piloting encountered some main challenges related to the finding of seasonal workers (trainees) as the season this year started earlier than usually. There were many trainers and trainees who were interested in the training but since "the season" had already started they did not have time to participate. They all suggested to organise this kind of training again but after the season has had ended.

During the piloting a short introduction of SeasonReady project was made as well as a presentation of the "Food and Beverage module". The training was focused on the following subjects: Getting to know the working environment, Setting up the table, Menu offer, Serving food and drinks, Handling reservations, Wine serving.

The overall impression of piloting was very positive. Trainees found the training to be useful and helpful and make them feel more ready for their everyday tasks. The general impression of the WBL methodology guide and training material of in-house trainers was very good and they found it easy to be applied. They believe that their skills have been improved after the training.

Greece

The piloting in Greece was held in the hotel Alkyon Hotel Resort & Spa cited in Vrahati Korinthos. The in house-trainers training was held on 25 of May 2019, two trainers and one staff member participated in the in-house trainers' training. During the in-house trainers' training, the project, the proposed training methodology and module 6 "Housekeeping" were presented.

The manual for trainers (translated into the Greek language) and the training material of module 6 were provided to the participants, both printed and via email. The structure of the training guide and training material was presented and discussed in detail.

The piloting of WBL training started at the end of June 2019 and had a total duration of 20 days. Ten employees participated in the piloting divided into 2 groups formed by 7 and 3 employees respectively. Two in-house trainers were involved in piloting.

The training methods used were: lecture, demonstration, role playing, coaching, mentoring, job shadowing and buddy system.

The in-house trainers' first impression of the training material provided was good. During the piloting, both in-house trainers and trainees had good impression of the structure and the quality of the training material; the sources for further reading and the videos were found very useful. The in-house trainers also mentioned that the training



guide is of good quality and the paradigms address the most important issues that are being faced in the daily routine of the hotel.

Italy

The training of in-house trainers was held on 14 May 2019, with the participation of 7 in-house trainers, owners and managers coming from 4 hotels and 3 facilities operating at the beachside.

The SeasonReady Methodology Guide for Work-Based Learning in the Hospitality Sector was covered concentrating especially on the importance of good quality training, all phases of training cycle (analysis, design, development, delivery and evaluation), detailed explanation of on-the-job training methods and techniques. Finally, the competences that a good trainer must have were discussed. Module 1: Customer Service and Module 4: Front-office were presented and participants were instructed on how to use the materials.

The evaluation was mostly positive. The in-house trainers usually don't use the methods explained and rarely provide a structured training at their workplace. The most of the trainers have some experience with job shadowing or simply training by doing the job (without a structured plan and content), one of the trainers has also experience with coaching and mentoring which is, however, provided by an external provider. They found the demonstration and 4-step method of on-the-job training most relevant and useful for their practical application.

The piloting of WBL training was delivered in the form of face-to-face sessions, held in two weeks, on 23 and 30 of May 2019 with employees and in-house trainer (7 hours) including interactive activities, self-assessment, role-playing, case studies and discussions. Assignments of homework and tasks of practical application, reflection of the participants' experience and coaching through real-life situations were also made.

Employers evaluated as the most useful the following elements of the WBL guide and training: Communication and other training skills; Self-reflection;



Demonstration; Practical tools; The possibility to meet with other employees; The possibility to observe some methods in practice

Employees evaluated as the most useful the following elements of the training material and training: Communication with clients; Handling difficulties in customer service; Dealing with stress; Role-playing; Discussion with other participants; Consultations with trainers/partners.



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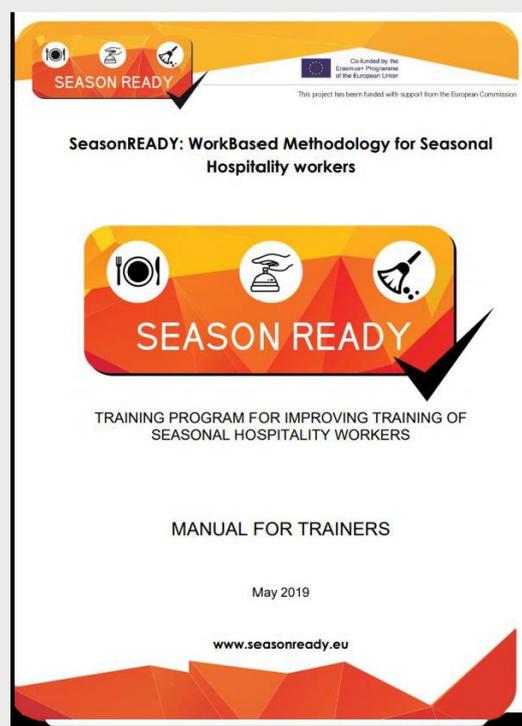
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Manual for trainers

SeasonREADY Manual for trainers presents a universal model of work-based learning which can be applied in different national contexts. The manual is focused on the key elements of the successful preparation and implementation of WBL adapted to address specific issues faced by seasonal staff in tourism and hospitality. It provides a guideline on training development and implementation for in-house trainers, including:

- practical suggestions, examples,
- tips to facilitate the process of in-house training,
- assessment and self-assessment tools and exercises for trainers and managers to help them improve their skills.

This manual was developed to be comprehensive, yet user friendly with the aim to enable in-house trainers, whether they are owners, managers, supervisors or trainers of small-medium hospitality enterprises (SMHE) to design and implement their own WBL strategy. Such training strategy, developed by following this SeasonREADY manual, will provide seasonal staff with effective training and help the improvement of the quality of services and competitiveness of SMHEs.



Manual is available at: http://www.seasonready.eu/wp-content/uploads/2019/05/SeasonReady_Manual-for-trainers.pdf

Activities

Fourth transnational project meeting

The fourth transnational project meeting was held in Zagreb on 13 and 14 June 2019. It was hosted by the Institute for tourism.

On fourth transnational project meeting partners discussed results of intellectual output 3 (training



material development) and developed joint approach to intellectual output 4 - preparation of focus groups with stakeholders and development of a guide with recommendations for policy makers, stakeholders and VET providers for the adoption of work based learning in small-medium hospitality enterprises. Partners also presented results of piloting of training materials in all partner countries (Croatia, Greece and Italy).

