



European Training Foundation

# EUROPEAN TRAINING FOUNDATION

Qualified staff – a prerequisite for the development of Tourism

Cesare Onestini, ETF Director  
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**I know from my colleagues, and my own travels, that tourism services and the physical infrastructure in the industry in the countries where ETF works - our partner countries as we call them - has improved significantly in recent years. I mean the hotels, restaurants, ski resorts and so on.**

**However, these tangible aspects, while important, would not be there if not for the skills of people delivering them.**

**Bill Gates once said that Microsoft would be worth only a dollar without the skills of its staff.**

## KEY INDICATORS ON TRAVEL AND TOURISM (T&T) IN THE ETF PARTNER COUNTRIES COVERED BY DANUBE STRATEGY

Over the last years, the number of foreign tourist arrivals has increased, and countries identify tourism as a priority sector.

Quality and diversity of supply (tourism services, being accommodation, food, entertainment) and infrastructure remain key bottlenecks however.

Availability and quality of workforce is also an issue in all five countries.

Indicator	BiH	Moldova	Montenegro	Serbia	Ukraine
T&T industry share in GDP	2.7%	1.0%	11.3%	2.2%	1.4%
T&T industry share in employment	3.2%	0.8%	10.3%	2.2%	1.2%
Rank in overall T&T Competitiveness Index	113	117	72	95	88
Rank in Human resources and labour market T&TCI	100	90	79	82	41

Source: World Economic Forum, Travel and Tourism Competitiveness Index 2017

# CASE STUDY: KOLIN GJOKA TOURISM SCHOOL IN ALBANIA

**Kolin Gjoka** Vocational School is situated in Lezha. There are around 540 students studying in the school offering study programs in Tourism and Hospitality, ICT, Economy and Social Services. Tourism and Hospitality was opened only in 2016 but the interest is high due to the sector development in the area.

The school is assisted by Skills for Jobs project in increasing the quality of VET provision and integrating Swiss dual elements as per Albanian context. Business relation tasks are covered by the school staff operating (voluntarily) in the Development Unit, a labour market inbuilt facility envisaged in the new VET law. The school is responsible to ensure the quality of qualification and makes sure to properly implement long term work based learning by identifying business partners and placements that fulfill the predefined criteria, facilitating students application, ensuring formative and summative assessment and private sector involvement in the process. Teachers at Kolin Gjoka School apply innovative teaching and learning methods and make the best use of technology in blended learning classes and beyond.

The school cooperates with Hoteli Gjuetise, a newly opened business by Alfred Marku, the well-known chef and founder of the famous Rapsodia restaurant in Shengjin. Hoteli i Gjuetise, a green park with an excellent restaurant, was built in 30s and was totally renovated this year. Since 2016, Mr. Marku is a Kolin Gjoka business partner welcoming students for their practical training throughout all qualification period. More than 10 students are learning under the supervision of Mr. Marku and his staff. He is a promotor of apprenticeship and supports students to discover and develop their talent in this company.

# CASE STUDY: TIRANA TOURISM AND HOSPITALITY SCHOOL

**Higher Eden-tourism** High School, Tirana is recognised as a school that prepares qualified employees in the field of Hotel and Tourism as well as in the field of Food Technology by providing quality in preparation, a culture of cooperation, friendly environment, a wide range of activities and a guaranteed job market.

Teaching and learning at the school are based on a curriculum including general education, core skills, theoretical and practical training targeted to each profession, information technology, creativity and student independence. The quality of the learning is ensured through clear pedagogical definitions, care in the implementation of programmes, constant evaluation and reflection for improving quality.

The school activity is strongly oriented towards the job market in the area of hotel and tourism services and the food industry. Business is part of the school activities, new ideas are discussed, creativity and innovation are encouraged.

The High School of Tourism has close links with European counterparts, and successfully participates in many activities of European Association of Hotel and Tourism Schools (AEHT). It aims at strengthening a specific knowledge of foreign languages, to support the mobility of professional competence beyond the country.

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