



CENTRAL BALTIC
INTERREG IV A
PROGRAMME
2007-2013



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE



**Riga 2011-12-12
Internationalization
of VET in practice**



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www.schartau.se



SCHARTAU



**AVET/HVE
Travel Services & Tourism
Consultant**

**”Internationalization
in practice”**

**Lena Flodin
Programme Director
Frans Schartau Business Institute
Stockholm**

lena.flodin@stockholm.se



<http://vimeo.com/17086268>

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Content

- Higher Vocational Education
- Travel Services & Tourism Consultant
 - Course content, students, sector
- Internationalization:
- Purpose & Plan
- Implementation
- Evaluation
- Feedback and procedure of change
- Perspectives – Market of Tourism

Higher Vocational Education

- Advanced vocational education and training
- Programmes at post-secondary level
- Designed to meet the labour market's demand for qualified vocational skills
- Each programme - Management Group
- Workplace training known as LIA – Learning in a Work Environment, forms an integral part of most programmes offered

AVET/HVE

Travel Services and Tourism Consultant

Collaboration between The Swedish Travel & Tourism Industry/ The Association of Swedish Travel Agents and Frans Schartau Business Institute

- ✓ Increasing need for higher competence within the Travel Industry (low educational level)
- ✓ Increasing markets
- ✓ Increasing demand for skilled employees
- ✓ Status and career

The Management Group

- American Express Business Travel
- Carlson Wagonlit Travel
- Fritidsresor/TUI
- HRG Nordic (Hogg Robinson Group)
- Ticket Travel Group
- Travellink
- Resfeber/Travelocity
- Volontärresor
- Västindienspecialisten/Unlimited Group
- Södertörns University College
- 2+2 Students
- Frans Schartaus Handelsinstitut (course provider)

Travel Services & Tourism Consultant Programme

Two years full time studies, 1/3 Workplace Training

- Administrative IT and Layout
- **Professional English**
- Business Law
- **GDS/Amadeus incl. IATA**
- Work supervision and organisational development
- Geography for Tourism
- Sector and Product skills
- Business administration-accounting and cost accounting.
- Sales and Service Management
- **Communication and Marketing**
- **Workplace Training (LIA)**
- **Contemporary Social & environmental studies**
- Project Methodology
- **Project and Diploma project**
- **Tourism Management (Södertörn University)**
- Other booking systems



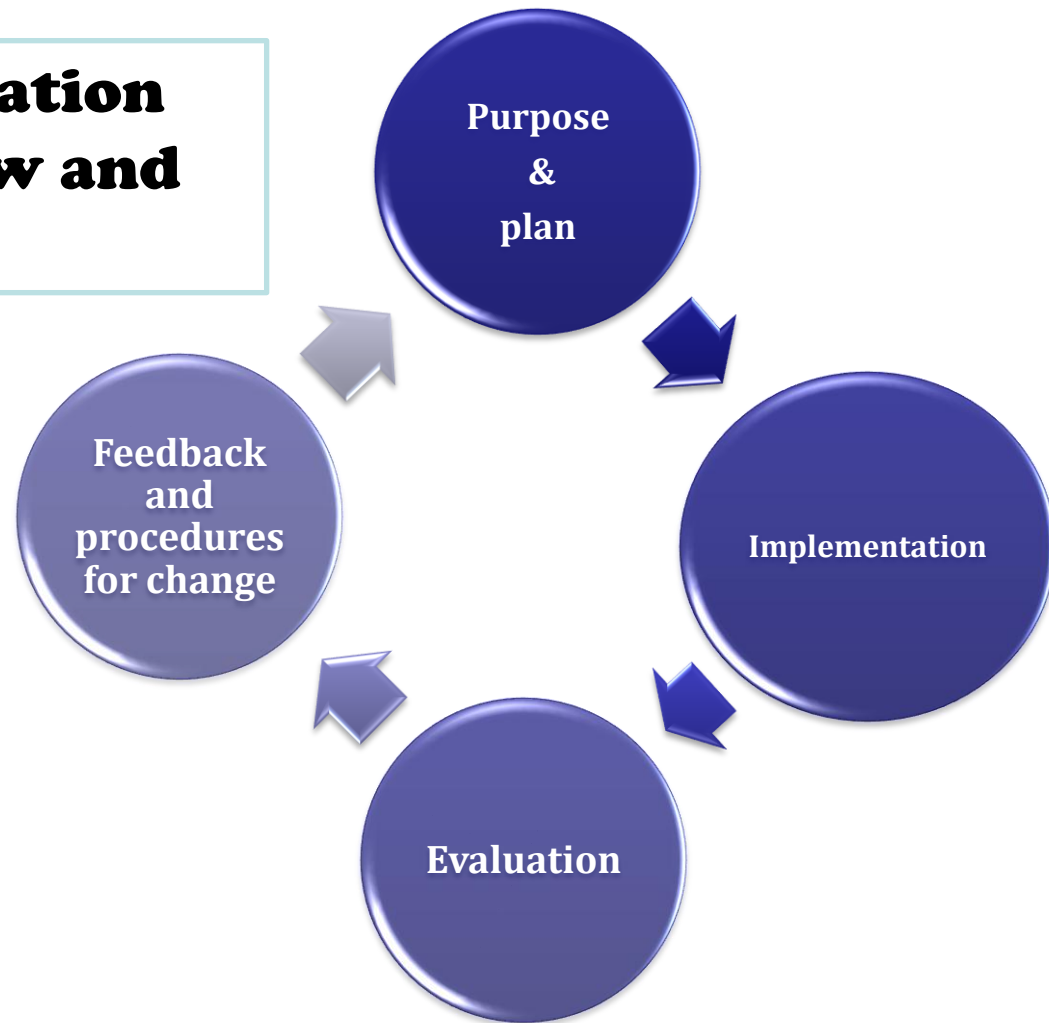
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Internationalization Why, What, How and for whom?



Internationalization Purpose & Plan





- Home
- News
- Tourism
- Coordinator's region
- Cooperative Actions
- Flagship Projects
- Events

You are here: **Tourism**

Tourism



At the request of the European Council the European Commission on June 2009 presented a Communication on a Strategy for the Baltic Sea Region along with an Action Plan. Strategy and Action Plan form an integrated macro-strategy covering the entire Baltic Sea Region, designed to tackle remaining problems in all areas. Building on 80 flagship projects steered by lead partners, the Strategy's four objectives are to develop the region into an environmentally sustainable, prosperous, accessible, attractive, safe and secure place.



EUROPE 2020

Europe 2020 is the EU's growth strategy for the coming decade. In a changing world, we want the EU to become a smart, sustainable and inclusive economy. These three mutually reinforcing priorities should help the EU and the Member States deliver high levels of employment, productivity and social cohesion.

Concretely, the Union has set five ambitious objectives - on employment, innovation, education, social inclusion and climate/energy - to be reached by 2020. Each Member State has adopted its own national targets in each of these areas. Concrete actions at EU and national levels underpin the strategy.

Smart growth

Sustainable growth

Inclusive growth

Economic governance

Education and training have a fundamental role to play in achieving the 'Europe 2020' objectives of smart, sustainable and inclusive growth, notably by equipping citizens with the skills and competences which the European economy and European society need in order to remain competitive and innovative, but also by helping to promote social cohesion and inclusion.

<http://vimeo.com/22605264>



Tourism is a key sector of the European economy. It comprises a wide variety of products and services and involves many different stakeholders, both public and private, with areas of competence very decentralised, often at regional and local levels.

The EU tourism industry generates more than 5% of the EU GDP, with about 1,8 million enterprises employing around 5,2% of the total labour force (approximately 9,7 million jobs). When related sectors are taken into account, the estimated contribution of tourism to GDP creation is much higher: tourism indirectly generates more than 10% of the European Union's GDP and provides about 12% of the labour force.

More

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World Tourism Day

Message by Taleb Rifai, UNWTO Secretary-General

<http://wtd.unwto.org/en>



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Course Provider



United Nations
Educational, Scientific and
Cultural Organization



Recommendation concerning education for international understanding, co-operation and peace and education relating to human rights and fundamental freedoms

adopted by the General Conference at its eighteenth session
Paris , 19 November 1974... (rev. 1995)

29. Every stage of specialized vocational training should include training to enable students to understand their role and the role of their professions in developing their society, furthering international co-operation, maintaining and developing peace, and to assume their role actively as early as possible.

30. Whatever the aims and forms of out-of-school education, including adult education, they should be based on the following considerations:

(a) as far as possible a global approach should be applied in all out-of-school education programmes, which should comprise the appropriate moral, civic, cultural, scientific and technical elements of international education,



**UNESCO World Conference
on Education for Sustainable
Development**

**31 March – 2 April 2009
Bonn, Germany**



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United Nations
Educational, Scientific and
Cultural Organization

33. Member States should constantly improve the ways and means of preparing and certifying teachers and other educational personnel for their role in pursuing the objectives of this recommendation and should, to this end:

- (a) provide teachers with motivations for their subsequent work: commitment to the ethics of human rights and to the aim of changing society, so that human rights are applied in practice; a grasp of the fundamental unity of mankind; ability to instil appreciation of the riches which the diversity of cultures can bestow on every individual, group or nation;**
- (b) provide basic interdisciplinary knowledge of world problems and the problems of international co-operation, through, among other means, work to solve these problems**
- (c) prepare teachers themselves to take an active part in devising programmes of international education and educational equipment and materials, taking into account the aspirations of pupils and working in close collaboration with them;**

Employers' view on studies abroad

FREDRIK JONSSON, INTERNATIONELLA PROGRAMKONTORET
MIKAELA ALMERUD, PROJECT LEADER, SVENSKT NÄRINGSLIV
PATRICK KRASSÉN, TRANSLATION

SEPTEMBER 2010

SVENSKT NÄRINGSLIV
CONFEDERATION OF SWEDISH ENTERPRISES

Internationella
PROGRAMKONTORET

**Employers goals,
drives, motives,
interests?**

This report is the first in Sweden to more comprehensively affirm that international experience in the form of studies or work practice is crucial and attractive in the labor market. When employers are asked what skills they look for, and the answers are compared to the skills employers find that students attain during time abroad, a clear connection shows. Employers find, i.e., that students develop communicative skills, social competence, flexibility and initiative ability during time abroad. These skills are also sought after by almost all employers.

Most attractive among employers is a Swedish degree with parts of the studies conducted abroad – especially through work practice. In 99 cases out of 100, when employers are faced with a decision between two candidates with otherwise equal merits, it is considered an asset to have studied or conducted work practice abroad.

International experience is thus considered a competitive advantage in the labor market. Employers show a clear need and demand for students with international experience, not least with work life experience. If it is possible to show solid evidence that studies abroad increases employability, it may be used to convince more students to spend time abroad. Studies abroad leads to both higher employability and increased internationalization, and thus to increased quality in higher education.

Students

Goals, drives, motives, interests?



The result of learning (**learning outcomes**) is defined as that an individual **knows, understands and can do** when a learning process is (successfully) completed.



Knowledge

- The result of acquiring information through learning
- Made up of facts, principles, theories and praxis
- Based on experience and/or theoretical

Skills

- The ability to acquire knowledge & proven experience
- To carry out tasks & solve problems
- Cognitive skills (the use of intuitive & creative thinking and innovative solutions)
- Practical (manual) skilfulness & use of methods, material, instruments & tools

Competence

- Ability to use knowledge and skills
- To cooperate and take responsibility in work and study contexts & in work-related situations and for personal development
- Responsibility & autonomy

Professional English

You will become better at communicating verbally and at writing in various professional situations and also reading and understanding articles and other information within your professional field. *The course also provides knowledge about business situations and other cultural circumstances in various English speaking areas.*



Politics, contemporary social and environmental studies

This course will provide an introduction to the economy and politics of Swedish society. The course will at the same time provide a deeper understanding of the EU and surrounding world and also increase understanding of the influence of globalization on economics, politics and the environment. One aim is to provide an insight into and knowledge about the impact of tourism on the global economy and environment. The preconditions will thereby be provided for a deeper understanding of your future profession in the travel sector.



Global Distribution System (GDS)

Amadeus

Global Distribution system (GDS)/AMADEUS This course aims to provide students with knowledge about how to search for, book, set prices and issue air travel tickets, and also how to book hotels, car rental and ground transport with the aid of Amadeus. The course also *includes IATA (International Air Transport Association) tariffs linked to the Amadeus booking system.*

Communication and Marketing

Will provide the students with a platform to apply their creativity, personal planning and efficiency in written and verbal communication and *also provide an understanding of how cultural and intercultural difference in communication influence our way of understanding our environment*. The course also aims to provide knowledge about both traditional and modern marketing from a travel services and tourism perspective, and similarly to create and understanding of how planned marketing and communication can strengthen a brand internally and externally.

Tourism Management

This course provides fundamental knowledge about *tourism and travelling as phenomena from the human, geographic and industrial perspectives, focussing especially on sustainable development and responsibility*. A destination development project will be conducted in this course. The course will be conducted in cooperation with Södertörn University.



Travel Industry Workshops Knowledge & Networking

PATA Work Shop
Hotel Radison Stockholm
November 2010



PATA/LATA

Travel Cruise November 2011

Dubai Roadshow
Grand Hotel Stockholm
4 oktober 2010

PATA Work Shop
Frans Schartaus Handelsinstitut
November 2008

The *Swedish* Travel and Tourism Gala 2011.



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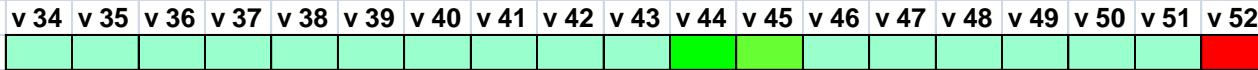
Work Placement

Work Place Training is conducted at various travel companies and is divided into three periods. The first period is structured so that you will obtain an initial practical insight into the work of a travel agency or similar within the industry; there is supposed to be a progress, during the second and third you are supposed to work more independently. *Work placement abroad possible.*



Theory and vocational training

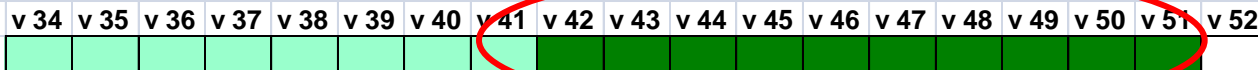
Autum 2010



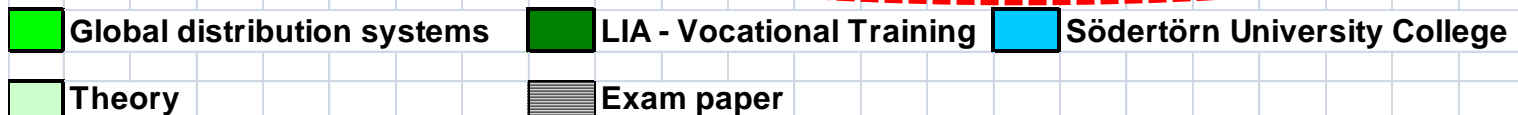
Spring 2011



Autumn 2011

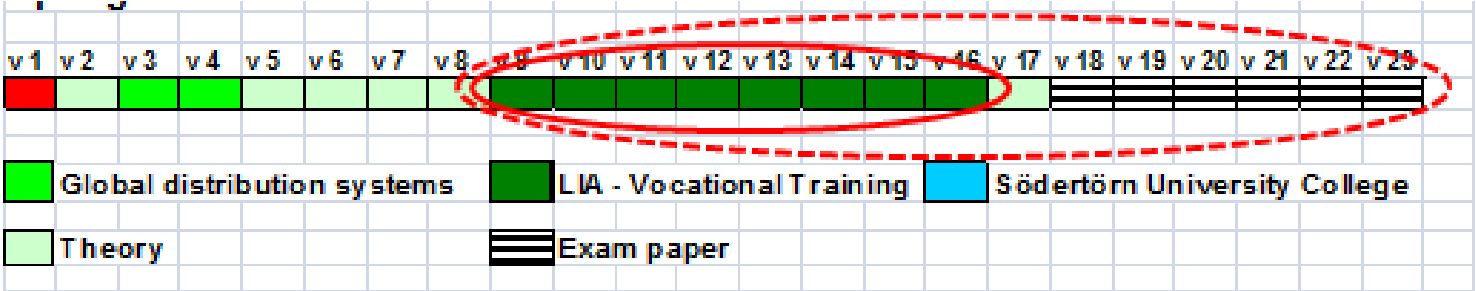


Spring 2012

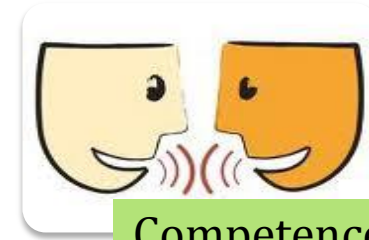


Diploma project

During the fourth term a diploma project will be conducted which will, first, demonstrate the knowledge that you have acquired, through research and writing a report, second, show your capacity to resolve problems and work in a group. This work will be presented in writing and verbally.



The result of learning (**learning outcomes**) is defined as that an individual **knows, understands and can do** when a learning process is (successfully) completed.



Knowledge

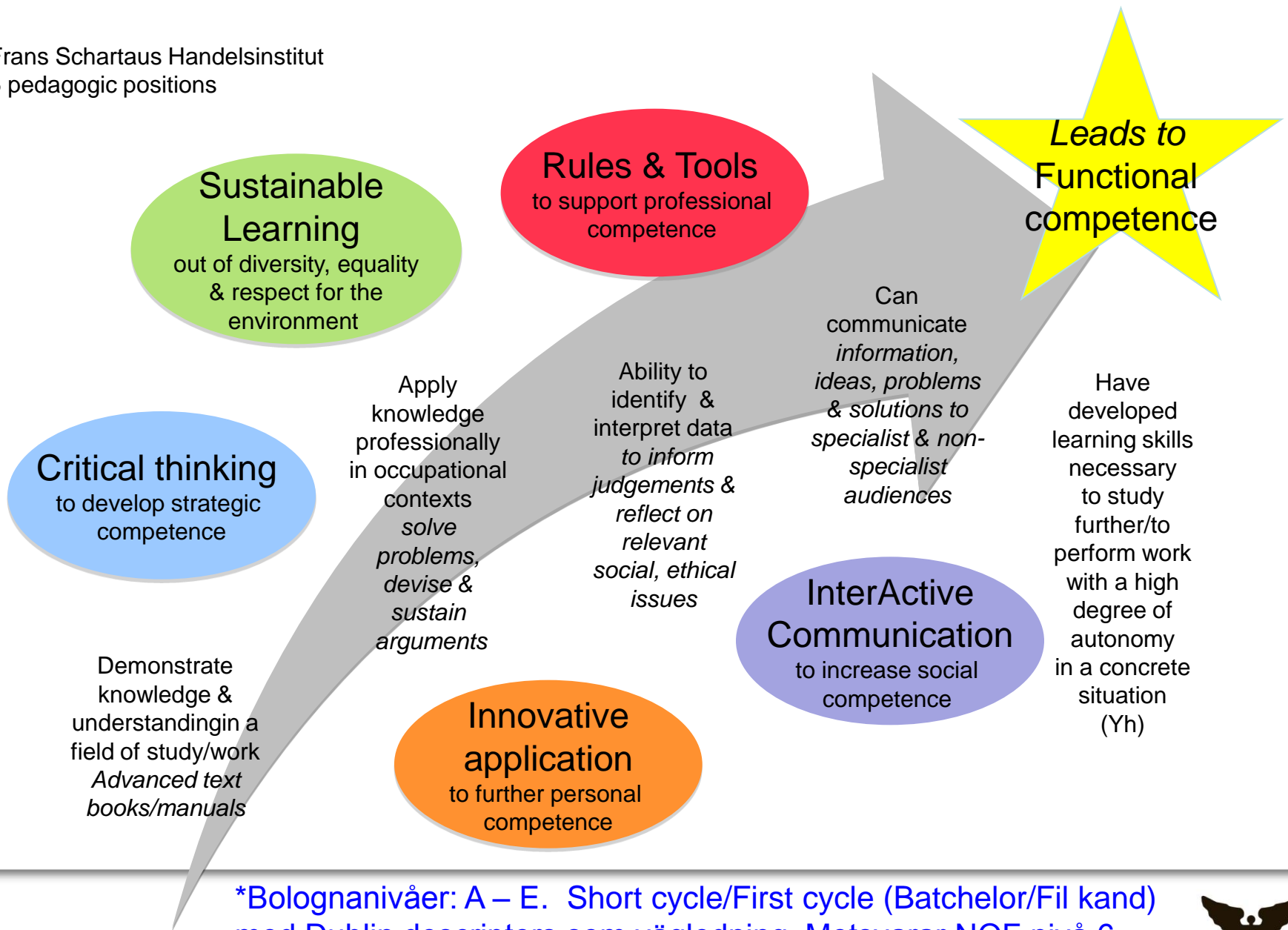
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- Made up of facts, principles, theories and praxis
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Skills

- The ability to acquire knowledge & proven experience
- To carry out tasks & solve problems
- Cognitive skills (the use of intuitive & creative thinking and innovative solutions)
- Practical (manual) skilfulness & use of methods, material, instruments & tools

Competence

- Ability to use knowledge and skills
- To cooperate and take responsibility in work and study contexts & in work-related situations and for personal development
- Responsibility & autonomy



*Bolognanivåer: A – E. Short cycle/First cycle (Batchelor/Fil kand)
med Dublin descriptors som vägledning. Motsvarar NQF nivå 6.

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Internationalization Implementation



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Leonardo da Vinci partner

“Greetings from Scancoming London - We have an opportunity to welcome a trainee to our London office for Oct 2011 onwards”



SCANCOMING LTD

Freddy - London

London Office had not resources to accept two students .London office recommended their office in Dublin

Christian - Dublin /OK

- Scancoming is a group of privately owned companies, with 7 offices in 5 countries: UK, Ireland, Spain, France and Belgium.
- Over 30 years experience in the DMC / Incoming wholesale business, providing travel services for the Nordic travel industry.
- Our aim to make the traineeship period as enriching as possible as it's a great opportunity for a student to find out how the DMC/B2B part of the industry works.



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Afternoon haze in White Salmon

North America » United States » Oregon » Hood River

KristinePersson

October 18th 2010



Bear with me, I HAVE taken tons of pics already, despite the fact that I've only been here for 10 days now. My camera, however, doesn't seem so willing to participate in any blog entries so until I figure out how trick it to connect to my computer, you're just gonna have to wait a little longer. Otherwise my internship is going great. We're launching green.travel in a couple of weeks which is really exciting! The house I'm living at is good and the people I'm living with are even better. I feel confident that even though it's gonna be 9 (one week has already passed!) long weeks, I'll have tons of work to do during the weekdays and trips planned during the weekends, to keep me occupied until I fly to New York. And now ... [read more](#)

Internship evaluation & five more days at the office

North America » United States » Oregon » Hood River

KristinePersson

December 9th 2010

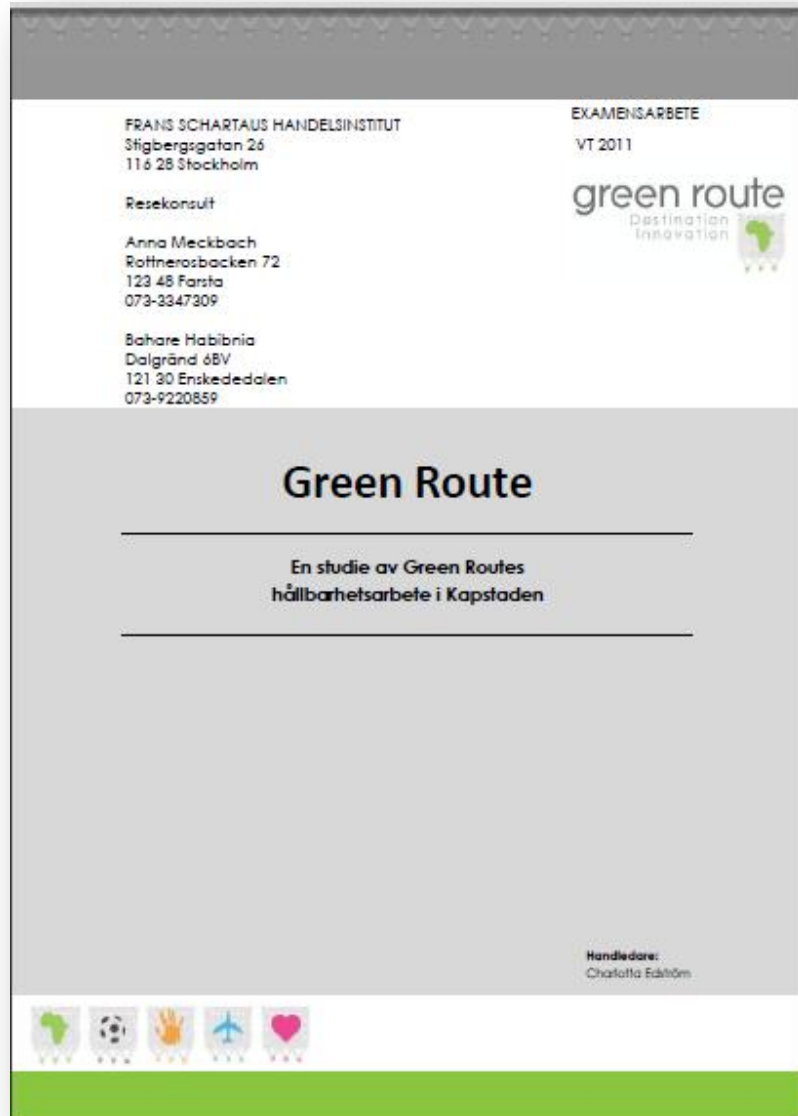


Tomorrow's my last Thursday at the office. Which means I have 5 days left. I had my internship evaluation with Anna today which went really good, mostly because Anna is so honest and constructive in everything that she does, which makes her evaluation and assessment of my work such a valuable insight for me. She also provided me with my first real letter of recommendation! (I have one from Scandinavian Airlines from earlier this year, but it's in Swedish so it has kinda lost half its value already). I feel really sad for having to leave a job that I've come to feel so comfortable with and which has given me such a valuable insight in the international tourism business and the work of and behind an international NGO. All the networking and client relationship management, ... [read more](#)



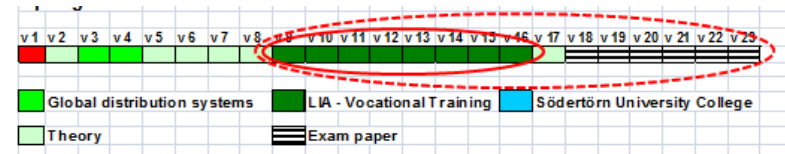
Hood River

Kristine
Workplacement Sustainable
Travel USA . Blogg.
Rss feed – Fronter/students
intranet



Anna & Bahare

- During studies/course interest in South Africa
- Intersted in Sustainable Travel & Tourism ,
- Difficult to get positive reply from contacts taken
- Workplacement period 2 in Sweden
- Contacts during Workplacement perioden in Sweden
- Workplacement period 3 – Destination Management Company Cape Town
- Combine Diploma Project – Deeper understanding
- Result - Report





RESEKONSULT
RTH9

Med tanke på student och näringsliv.
FRANS SCHARTAUS HANDELSINSTITUT



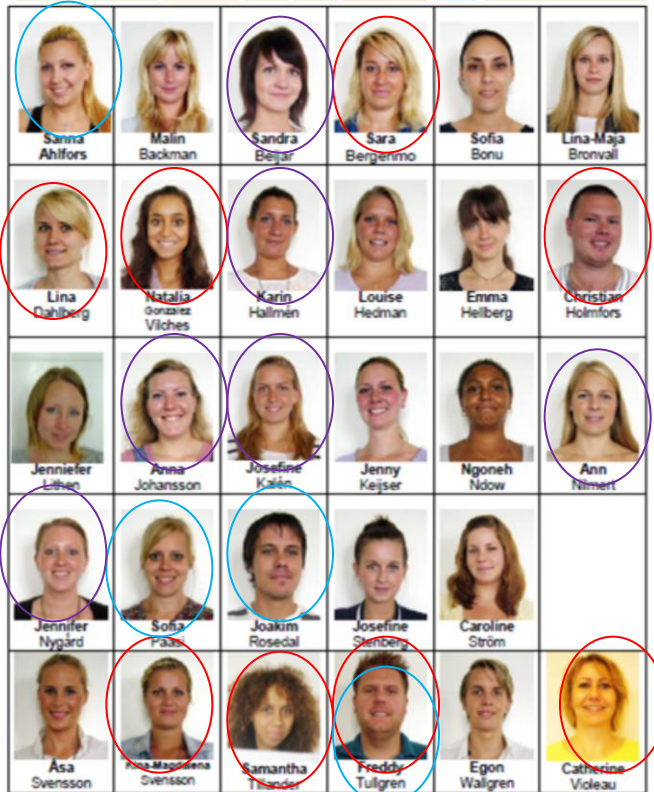
RTH9 2009-2011 Diploma June 2011

- 15 Workplace Training abroad - USA, Grenada, Australia, South Africa, Namibia, Moçambique, Thailand, Cuba, Denmark, Namibia , Zimbabwe, Italy
- **2 within Europe (1 Leonardo)**
- 2 Diploma Projects linked
 - "Internship Travel" – Australia, -
 - Grenada, Cuba (4 students)
 - Green Route – South Africa (2 students)
- 1 Diploma Project separate – Field Study Ecuador (4 students)



Resekonsult
RTH10

Med tanke på student och näringsliv.
FRANS SCHARTAUS HANDELSINSTITUT



RTH10 – Diploma June 2012 Diploma June 2012

- 7 students Workplacement Abroad (4 EU – Leonardo) – France, Holland, United Kingdom, Ireland, Mexico
- Several students planning for Workplacement Abroad Period 3.
- Sri Lanka – Workplacement + Diploma Project /Marketing Project Sri Lanka?
- Baltic Training Programme + Diploma Project ?

Internationalization Evaluation



Evaluation

- Mail, phone Skype contact during periode
- LIA supervisor gives reviews
- Student Evaluation of the LIA period by the student
- Written LIA data be submitted in Fronter
- Reassembly - oral presentations
- Summarize

Written report, all reports available at the students intranet

Utbildning: KY, Resor och Turism
LIA Företag: GREEN ROUTE AFRICA (Cape Town, SA)
Namn: Anna Meckbach
Period: 21 februari – 15 april 2011

Arbetsuppgift/Område	Innehåll/exempel
Företagsprofil 	<ul style="list-style-type: none"> Green Route Africa is a Destination Management company specializing in Incentive and Conference Travel for international corporate clients. In 20 years the company has created and delivered more than 700 global Incentives, Conferences, Events & Product Launches into South Africa, Zambia, Botswana, Zimbabwe, Mozambique and Kenya.
ACTION PLANS - Contact information - Staff notes -Check list -Arrival Information -Day programme -Days Brief outline -Passenger Manifest	<ul style="list-style-type: none"> Utformat sk Action plans (handlingsplaner) som är en stor del av arbetsprocessen hos en DMC när man sätter upp landarrangemangen. Denna har tre viktiga delar: <ol style="list-style-type: none"> 1) Särskilda uppgifter: vad som ska göras och av vem 2) Tidsplan: när kommer det att ske 3) Fördelning av resurser: vilka särskilda medel finns för särskild verksamhet
FUNCTION SHEETS	<ul style="list-style-type: none"> Utformat Function Sheets – Dokument som ger fullständig information och exakta instruktioner till hotell/restauranterna härnär genomförandet av en

**Anna, Pauline
Divine & Linnea**

Entrepreneur Project Exam



Workplace Experiences - Australia,
Cuba, Grenada

**Madeleine, Caroline
Jeanette & Emelie
Field Studie – Ecuador**

“We want to thank those who have made it possible to implement our study”

- Lalle Bergenholtz, Lecturer *
- Johan Eriksson, KLM
- Jose Eljuri och Saul Pacurucu, Embassy of Ecuador
- Marianne Kurlandsky, Metropolitan Touring *
- Jose Luis Lopez, Metropolitan Touring
- Jan Smedmyr, Futuro Valdivia *
- Javier Salazar, Guide Ecuador
- Javier Eduardo, Guide Ecuador
- Sophia Ulrich, LAN Airlines
- PATA & ANTOR Fond till Mats Jonssons Minne



Feedback and procedures for change

Feedback
and
procedures
for change

By previous evaluations, feedback & procedur of change

- Information about Workplace training at course start
- **Appraisal – Dialouge Students – interest, motives, goals?**
- Inform/Dialouge – Management group
- Pacific Asia Travel Association (PATA) – Membership
- LATA Nordic – Membership
- Industry networking
- Industry lecturer
- Students and companies



By previous evaluations, feedback & procedur of change

- CV writing in English
 - Ideas/Contacts during workplacement periods in Sweden & Abroad
 - Economic support - Leonardo da Vinci Programme
 - Baltic Training Programme
 - Scholarship - PATA & ANTOR Fund of Mats Jonssons memory
-
- **At the moment No economic support via other EU or SIDA programmes available – HVE/AVET excluded**
 - **At the moment no professional English description from The agency of HVE /Workplace Training available**

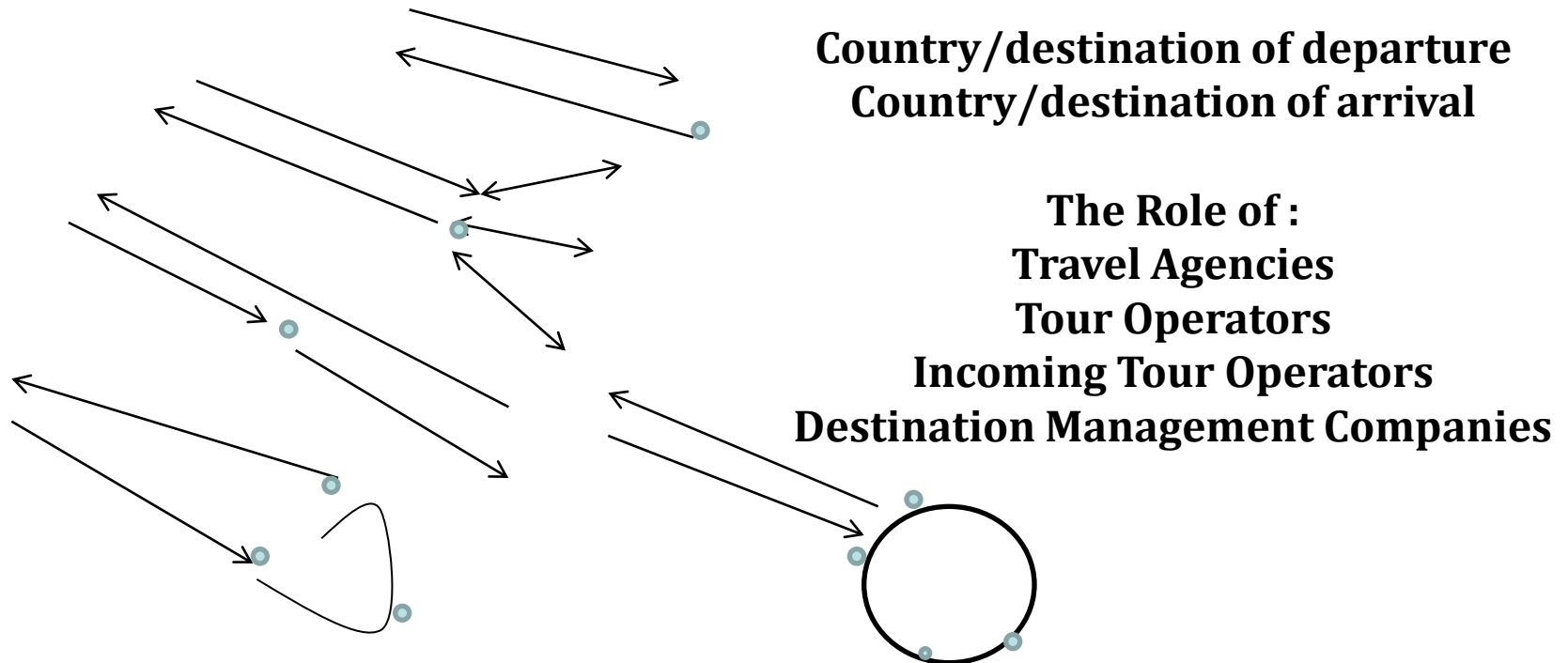


Process

- Student focus - Dialouge
- Teachers, Programme Director - Supportive, encouraging
- Empowerment
- Keep in touch with companies abroad
- Search for New ways – economic support?
- Networking, new contacts
- Use new technique/social media
- Former students
- Management Group
- Travel industry in Sweden, Workplacement
- Processes takes time!

Market of Tourism – Perspectives

”Outgoing & incoming” tourism?



Modeller inspirerade av
Oppermans 1995

COMPANY

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DESTINATIONS

> Sweden



PRODUCT SITES

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WELCOME TO KUONI DESTINATION MANAGEMENT

The Global Destination Management Network

To our partners in the travel trade, incentive companies, congress organisers, tour operators, travel agents and sports organisations – we offer comprehensive and all-inclusive travel and event services for groups and individuals around the world. Kuoni Destination Management can draw upon a century of experience and tradition to assist you in developing and handling your travel programmes – even making the 'impossible' itinerary realistic and feasible at competitive conditions. Customer satisfaction is our ultimate motivation and goal.

Kuoni Destination Management is the ideal partner for travel professionals seeking destination management services on an international scale. You are cordially invited to visit our web site.

Global Network



New Spring-Summer 2011 Explore brochures

Get inspired by the new Spring-Summer 2011 Explore brochures for Africa, Arabia, Asia

Our network -
one company
to satisfy your
professional
global travel
service needs



Destination Management Company

Incoming Touroperator

- A Destination Management Company (DMC) is a locally based company that provides ground handling services for their destination that can include translation, airport meet and greet, transfers, car rental and other transportation, hotel and restaurant reservations, tours, conference venues and logistics.
- Incoming tour operators purchase tourism services in their own countries and package them into products that are subsequently marketed abroad by partners. Some incoming tour operators also play an essential complementary role to that of the outgoing tour operator by providing a range of optional services at destination, such as passenger transfers, tours, sports activities, special visits, etc.

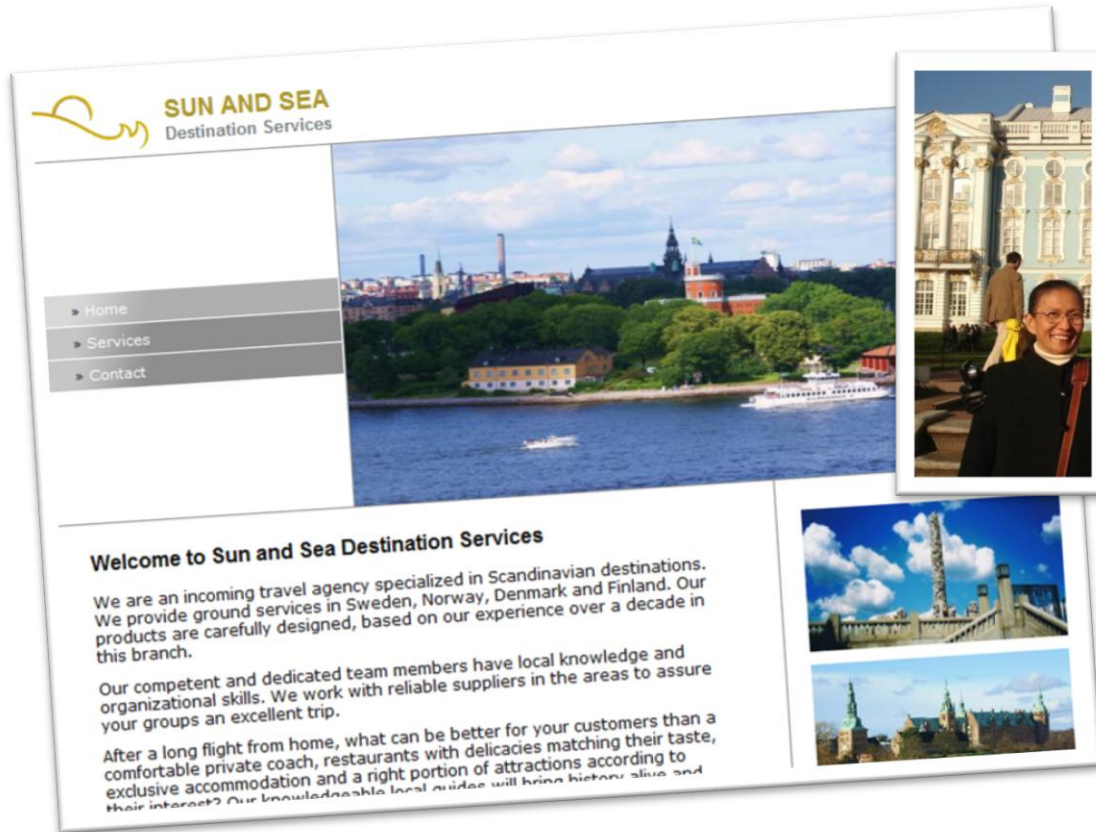


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Somphit Hagström Diploma 2008



- Founder/Owner Sun & Sea Destination Services – Incoming Tour Operator
- Nordic Countries & Baltic States
- Groups from Thailand , Russia

Former Students employees

- **Swedish Travel Agencies/Tour Operators** Ticket, Resia, Västindienspecialisten...
- **International Travel Agencies/Tour Operators** – American Express, Carlson Wagonlit Travel, STA Travel, Travelocity, BCD, HRG, TUI, Thomas Cook, Kuoni....
- **DMC'S/Incoming Touroperators** – Sea Scape Tours, Bokningsbolaget, Nordic Visitor ...

- **Luca** –Owner Italiadores/SportinItaly Based in Stockholm
- **Somphit** – Owner Sun & Sea – Incoming Groups from Thailand & Russia. Scandinavia and Baltic Sea Region
- **Lina** – Australia, Event Manager
- **Daniella & Sofia** – Destination Management Company Spain
- **Bella** – Senior Sales Executive – KLM/Air France
- **Jeanette** – Scholar ship – Studies University of the Sunshine Coast Australia. 2 years Travel Services & Toursim Consultant AVET + 1 year University Studies Australia = Bachelor Degree of Tourism





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