COTour – Client Orientation Competence Validation in Tourism related Internships

Sofia Lopes[a], **Ana Luísa Pires**[a], **Sónia Pais**[a], **Natália Pérez**[a], **Roberto Gamboa**[b]

[a] *CITUR - Tourism Research Unit, ESTM - Polytechnic Institute of Leiria*

[b]*MARE – Polytechnic Institute of Leiria*

POLITÉCNICO de LEIRIA
ESCOLA SUPERIOR
DE TURISMO E TECNOLOGIA DO MAR

PROMOTE

COTour – **C**lient **O**rientation Competence Validation in **Tour**ism related Internships

Client **O**rientation Competence
Developed in **Tour**ism related Internships

Students from **Tourism** / Hotel **Management** / **Recreation** degrees

Validation of social and civic competences developed during students internships

*Report "**Employability of Higher Education Graduates**: the employers perspective" (European Commission, October 2013):*

- The importance work experience for graduates' employability.

- **Internships** and other forms of study-related work practices can help.

- The most important skills are *professional expertise and **interpersonal skills*** that should (also) be developed in Higher Education.

LEVEL5 Reference System on Client Orientation

Client Orientation general description:

- Competence in interacting with clients, taking in to account their specific needs.

- Know how to identify different client profiles, backgrounds, desires and necessities.

- Being able to react accordingly, adapt and develop strategies to support clients.

- Being determined to reach clients satisfaction;

Reference System on client orientation

L	COGNITIVE/KNOWLEDGE/ Knowing		ACTIVITY / Doing		AFFECTIVE / Feeling	
	Level Titles	**Individual description/ explanatory statement**	**Level Titles**	**Individual description/ explanatory statement**	**Level Titles**	**Individual description/ explanatory statement**
5	Knowing where else (knowledge for transfer)	To intuitively know (or to be able to acquire knowledge on) how to deal with a clients in regard to the working context. To be able to teach and develop client orientation in others	Developing/ constructing/t ransferring	To actively plan and develop your own client oriented strategies. (To go beyond pure actions and develop a larger approach)	Incorpora-tion	To find it important that other colleagues engage for clients and their needs and demands. Interiorisation, transfer to other aspects of life.
4	Knowing when (implicit understanding)	To understand what actions are needed to help clients with specific demands (and to solve a number of situations).	Discovering/ acting indepen-dently	To actively research what techniques or choices are adequate in regard to the client background and the specific situation.	Self-regulation/ determinatio n	To regulate one' own feelings in order to support a special client
3	Knowing how	To know theoretically about the specific needs of clients and how the own behaviour and approach can adapt to the needs of those clients in general.	Deciding/ selecting	To be able to assign the right actions (own behaviour) towards the customer in regard to its needs.	Empathy/ appreciation	To appreciate client orientation, to find it important to support persons with specific demands
2	Knowing why (distant understanding)	To know that there are different ways to deal with clients and that clients have different backgrounds and needs	Using/ Imitating	To adapt the own behaviour towards the client when instructed.	Perspective taking	To be curious and interested in the theme of supporting clients
1	Knowing what	To understand that certain clients behave differently and that client orientation is a suitable concept to deal with this	Perceiving	To see and recognise different client behaviours without acting	Self-oriented	Not relating the theme of client orientation to oneself and the own working life

LEVEL5 Reference System on Client Orientation

Learning Project:
Initial phase: f2f before the internship;

- Introduction and first questionnaire

During internship: moodle interaction with:

- weekly based resources given to students and
- small reflective questions and pictures that students will upload,
- forum interaction
- …

Final phase:
- final report from students, portfolio and final validation process.

Moodle course - COTour

LEVEL5 Certificate on Teamwork

Learner-Certificate
Learning to learn competence for students going on Erasmus Mobility

Participant
Eglé Bakulaité, 21/09/93

Informal learning project
Learning to learn competence for students going on Erasmus Mobility

Project start	02/02/15
Project end	30/06/15
Institution	Vytautas Magnus University
Location	Kaunas, Lithuania

Learning activities
The project is about boosting and validating a learning to learn competence - planning and organizing one's learning of BA students going on Erasmus mobility studies abroad.

Evaluated competences
Planning and organizing one's learning

Assessment methods
interview
tandem discussion

Assessors/Evaluators
Dr. Elena Trepulé

Learning outcomes : Planning and organizing one's learning

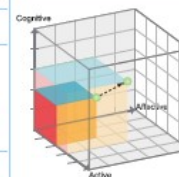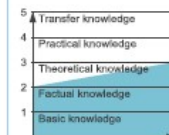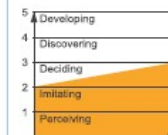| Competence profile at the beginning	Competence profile at the end	
Cognitive:2: She understood the importance of having the right resources in order to succeed.	Cognitive:3: She knows how to plan her time, prioritize her activities. She has knowledge of different learning styles and their usage in different situations.	Cognitive
Active:2: She was planning her time and resources.	Active:3: She knows her own learning style and is applying her stregths in organizing her learning process.	Affective
Affective:2: She was open to adapt her situation to the requirements of a learning situation in terms of time and resources.	Affective:3: She is appreciating her own strenghts and is open in taking advantage of effective time and resource planning.	Active

Learning outcome on the learning dimensions

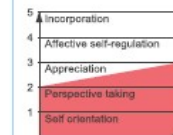| Cognitive	Active	Affective
5 Transfer knowledge 4 Practical knowledge 3 Theoretical knowledge 2 Factual knowledge 1 Basic knowledge	5 Developing 4 Discovering 3 Deciding 2 Imitating 1 Perceiving	5 Incorporation 4 Affective self-regulation 3 Appreciation 2 Perspective taking 1 Self orientation
She knows how to take advantage of her strengths and time resources.	She is taking advantage of her own learning style and planning.	She is enjoying her strenghts and is open to investigate more into her further possibilities to maximize learning.

Introduction

IMPACT - IT based Method. for Promoting, Assessing and Validating Competence oriented
learning and Training

Strategic Partnership: 8 países (2014-16): Liderada pela BUPNET – **Alemanha**, com Instit.: **Bélgica**, **Bulgária, Eslováquia, Itália, Grécia, Lituânia e Portugal**;

PROMOTE - Promoting and Validating Key Competences in Mobility and Traineeships in EU

Knowledge Alliance for Higher Education: 10 países (2014-16): Liderado pela Universidade de Vilnius – **Lituânia**, com instituições da: **Alemanha, Áustria, Bélgica**, **Bulgária, Itália, Grécia, Lituânia, Portugal e Reino Unido**.