



Instituto Politécnico
de Viana do Castelo

IPVC INTERNATIONAL WEEK' 2017

INCOME Tourism

A collaborative learning approach between IPVC and
tourism businesses

ERASMUS PLUS
KEY ACTION 2 – KNOWLEDGE ALLIANCES

Goretti Silva
29th May



INCOME Tourism

Erasmus Plus – Key Action 2 Knowledge Alliances

- **Consortium of 13 Partners**

IPVC

CEVAL + **Businesses**

CIM Alto Minho

International partners (HEIs + Businesses representatives + Businesses)

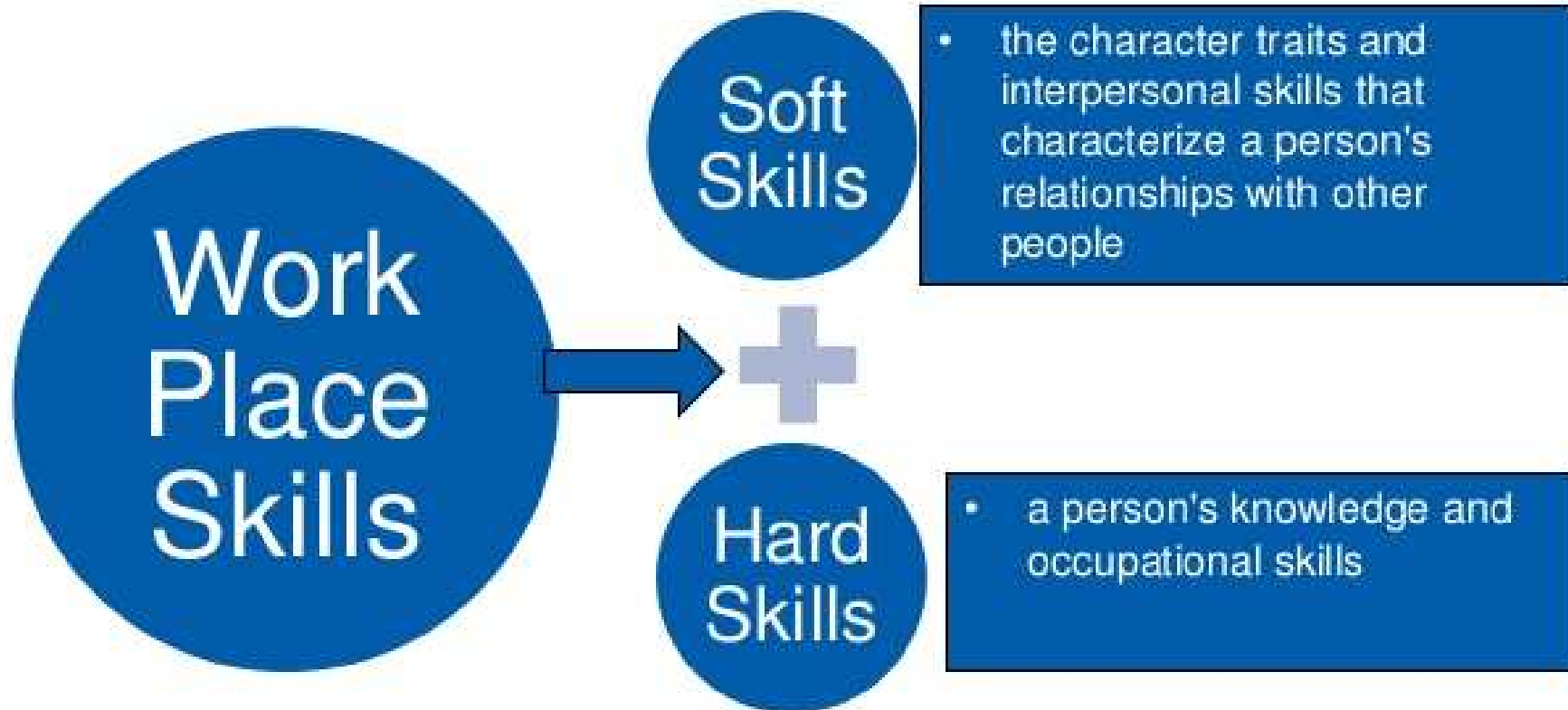


International Partners

Organization	Country	Contact person
University of Split	HR - Croatia	Ljudevit Pranić
University of Bergamo	Italy	Elena Viani
Guida Viaggi	Italy	
Duale Hochschule Baden-Württemberg Ravensburg	Germany	Ingela Lundin
		Thomas Schiber
University of Girona	Spain	Silvia Aulet
LARSA (TO)	Spain	Paolo Bertagni
University of Malta	Malta	Joe Azzopardi
Malta Business Bureau	Malta	Joe Tanti
ATLAS - Association for Tourism and Leisure Education	Internacional (Netherlands)	Greg Richards
Polytechnic of Viana do Castelo (Promotor and coordinator)	Portugal	Goretti Silva
CEVAL (Regional Employers Confederation) +8 companies (Tourism animation, hotels, tours operators and restaurants)	Portugal	Luis Ceia
PPLL Consult (Evaluator)	Portugal	Maria Rauch
CIM (Regional Authority)	Portugal	Julio Pereira



What Are Soft Skills





Why are so soft skills so important?

salesforce

77% of employers say that soft skills are just as important as hard skills



soft skills

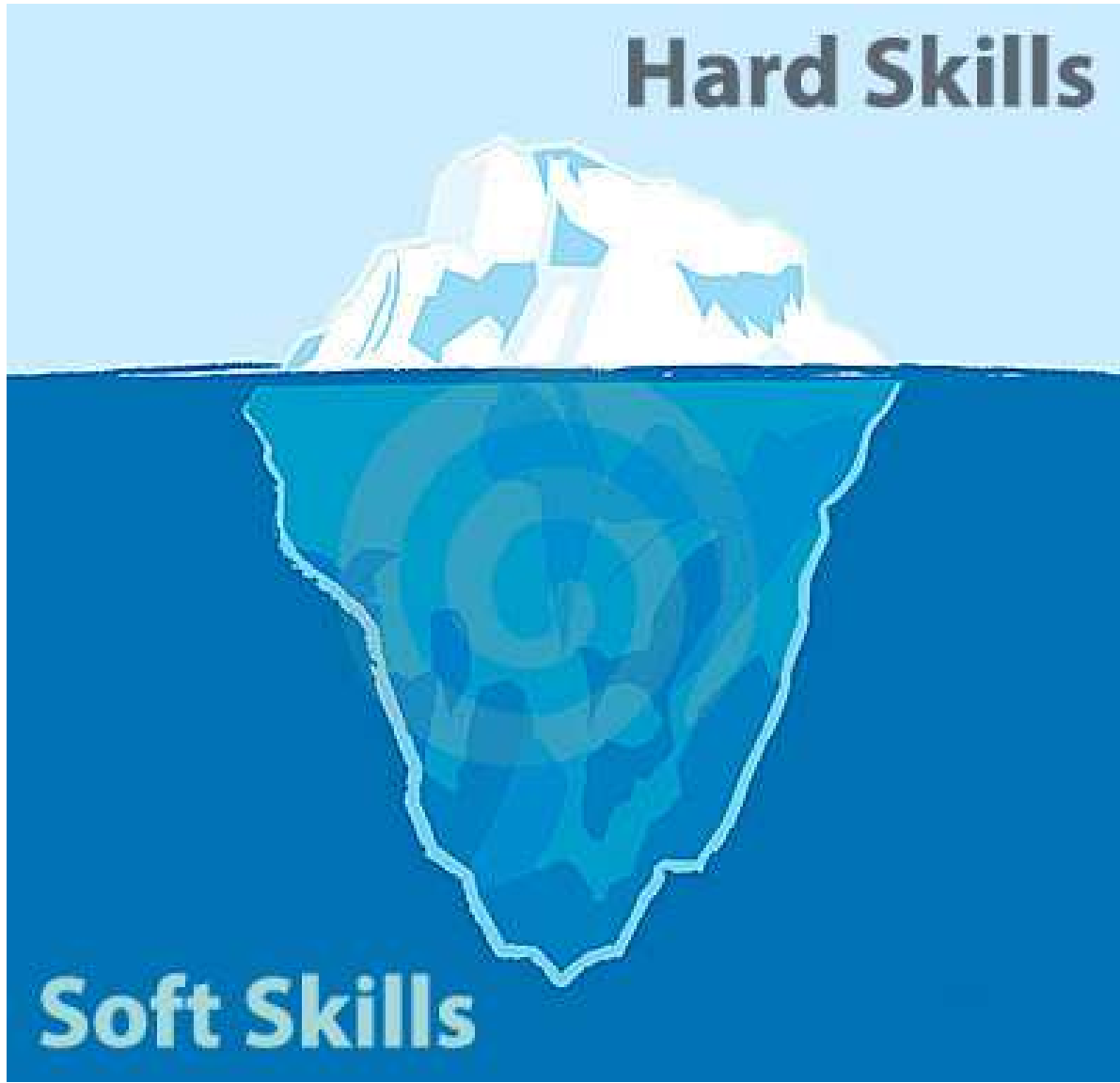
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hard skills







“If your **emotional abilities** aren’t in hand, if you don’t have self-awareness, if you are not able to manage your distressing emotions, if you can’t have empathy and have effective relationships, then no matter how smart you are, you are not going to get very far.”

Daniel Goleman

HARD SKILLS

Specific and quantifiable knowledge or abilities; usually absolutely necessary for success

Can be demonstrated through tangible evidence such as a degree, certificate or examples of work

SOFT SKILLS

Unquantifiable attributes that cannot be proven but must be demonstrated through work style and approach

Successful demonstration of soft skills is left to subjective opinion



ERASMUS PLUS - KEY ACTION 2 KNOWLEDGE ALLIANCES

SOFT SKILLS IDENTIFIED IN THE TOURISM SECTOR

**CREATIVITY
LEADERSHIP
TEAM WORK
CONFLICT MANAGEMENT
INTERPERSONAL RELATIONSHIP
TRADING SKILLS
COMMUNICATION
PERSONAL RESPONSIBILITY
INCLUSION
EMOTION MANAGEMENT**

**STRESS MANAGEMENT
EMPATHY
FOCUS ON OBJECTIVES
AUTONOMY
FLEXIBILITY
ADAPTABILITY
ENTREPRENEURSHIP
COMMUNICATION IN FOREIGN
LANGUAGES, ORGANIZATION
TECHNOLOGICAL COMPETENCES
SOCIAL MEDIA**



Why are so **SOFT SKILLS** so important for **TOURISM**?

- Tourism sector is about providing **SERVICES**
- **MEMORABLE** experiences
- The excellence of service and focus on **CUSTOMER SERVICE RELATIONSHIP** are of great significance





INCOME Tourism

Knowledge Alliances

Transnational and result-driven activities between **higher education institutions** and **businesses**

Aiming at strengthening Europe's innovation capacity and at fostering innovation in **higher education** and **business**.



INCOME Tourism

Knowledge Alliances program

The program intends to:

- develop new, innovative and multidisciplinary approaches to teaching and learning;
- stimulate entrepreneurship and entrepreneurial skills of higher education teaching staff and company staff;
- facilitate the exchange, flow and co-creation of knowledge.





INCOME Tourism

Objective: Reinforcement / development of Soft Skills (SS) by IPVC tourism students

Creation of modules related to these competences in close articulation with contents and disciplines that already exist

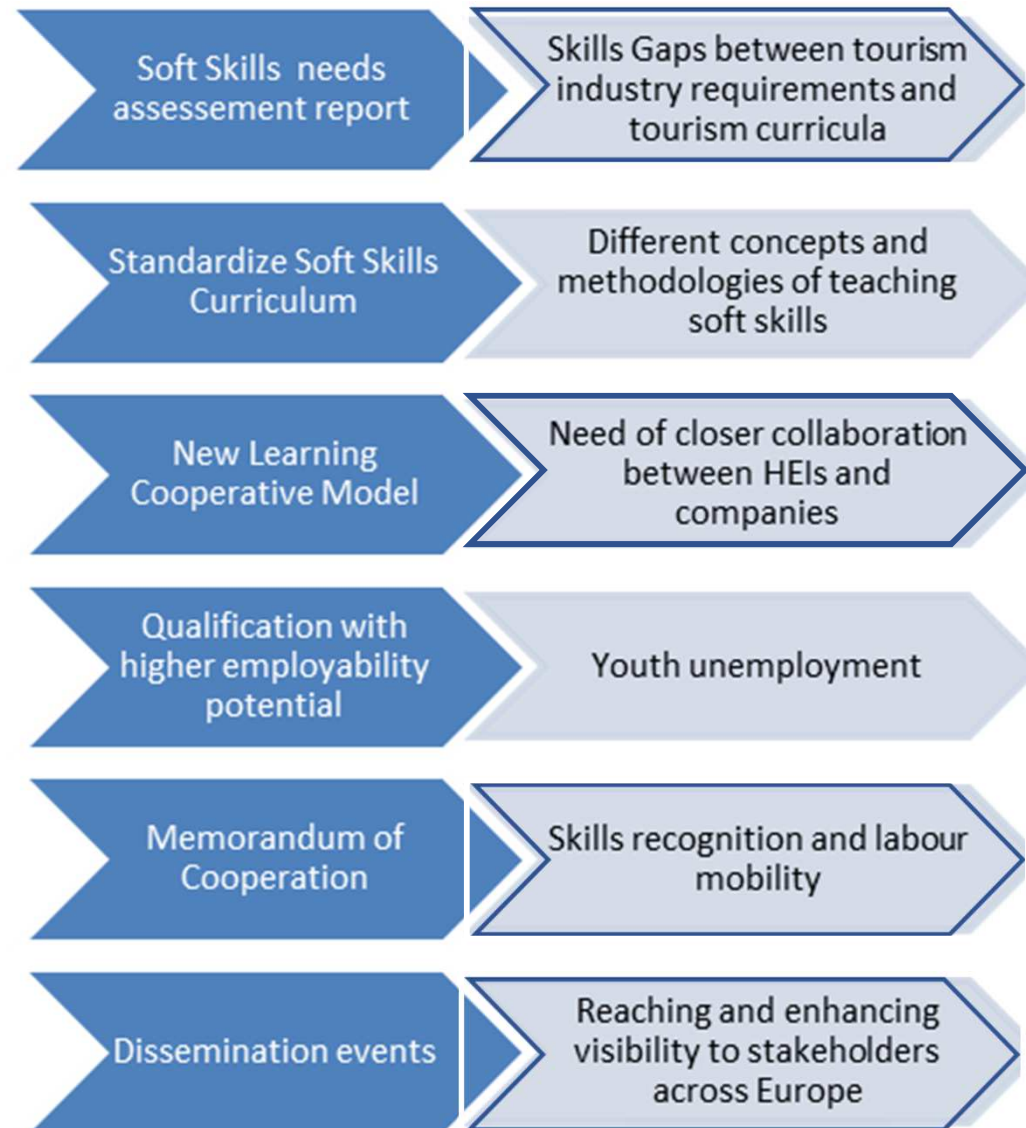
Acquisition and / or reinforcement of these competences, by the students, in real context (businesses)

Integration (Partnership) with **businesses** in the region (**fundamental condition**)

Duration: 3 years



CLOSE ARTICULATION WITH BUSINESSES





Participating Organizations

Partners (Viana – Portugal)

- IPVC
 - ESTG: Tourism Course
 - OTIC
- CEVAL - Confederação Empresarial do Alto Minho
- PPLL Consult (Application, formative evaluation, monitoring)

Associated Partners

- 8 Tourism Businesses (Hotels, Restuarants, Tour Operators)



CHALLENGES AND OPPORTUNITIES FOR IPVC – BUSINESSES COLABORATION

Businesses ' perspective

- Participation in the reflection process and in the identification of a new learning approach;
- Definition of the new modules, in close articulation with already existing curricula
- Reception of students in a part-time basis, on their premises/activities (tutors are to be identified amongst more experienced workers, and tutorial time is subject to financing)
- Effective participation in the students' learning process in what concerns Soft Skills
- Mobility between countries / partners (knowledge and experience exchange)





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Thank you for your attention!

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