



Study and analysis of professional families and qualifications in Europe to adapt the Transversal Competence OUTPUT 1

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The aim of the present study in Estonia has been to identify the presence or lack of the main themes of Social Tourism in the professional/occupational qualifications of levels 1, 2 and 3 of tourism, restoration and business hotel related professional families. In addition, this study briefly covers also themes such as:

- Safety and environment, due to the importance of nature and protected areas
- Sociocultural services to the community, for the social perspective.
- Sports and physical activities, for their direct relationship with nature and active tourism.
- Cultural management, due to the need for a coherent and environmentally sustainable infrastructure.

as far as these have been included in the tourism related occupational qualifications.

In this search the four main themes on which Social Tourism and the Project in particular are based, have been kept in mind:

- CORPORATE SOCIAL RESPONSIBILITY in all its aspects, with special emphasis on labor practices, community insertion and taxation.
- SOLIDARITY, in particular as regards the economic, social and physical accessibility

of holidays.

- SUSTAINABILITY, with special emphasis on the participation of local actors in the management of resources, waste management and environmental planning of destinations.

- MAINSTREAMING for inclusion in general policies and tourism development.

As a result of this survey it has been identified, that from tourism related professional qualifications, only qualifications at the level of 4, 5 and 6 are valid (up-to-date) at the moment in Estonia. The qualifications of lower levels (1, 2 and 3), which should be the main focus of this research, are not valid at the moment, because they are outdated and would need to be revised by the relevant authorities/bodies or have been replaced by other occupational standards.

Reviewing the valid higher level qualifications (4, 5, 6) a general conclusion can be made, that there is no specific reference to „social tourism” as a term. However, some aspects of social tourism have been covered in the qualifications and an overview of those will be provided below.

Lower level professional qualifications (1, 2 and 3) are not as demanding as the higher level ones and inclusion of social tourism related aspects is covered to a smaller scale. An overview of these aspects (based on the available, though outdated tourism-related professional qualifications), has been provided at the end of the report.

For background information, a table presenting the results of assigning the EstQF levels to Estonian formal education qualifications, and levelling of some occupational qualifications, has been included at the very end of this report.

OVERVIEW OF HIGHER LEVEL OCCUPATIONAL STANDARDS RELATED WITH THE FIELD OF TOURISM, WHICH ARE VALID AT THE PRESENT DATE (2017)

Tourism organizer, level 5 (EQF 5) , version nr 4, valid until 10.06.2019, professional register reference number 04-11062014-01/4k

Possible specialisations: destination development; rural tourism entrepreneurship

Competences for specialisation destination development include the following activity indicators:

B 2.3 3) follows the main principles of **sustainable development** when planning its development activities, taking account of the limitations and possibilities that are related to different types of destinations and tourism product development

B 2.3 25) involves tourism **stakeholders** in development activities, using suitable involvement methods

B 2.3 26) takes part of thematic, regional and national **networks** of tourism stakeholders, depending on development goals

Competences for specialisation rural tourism entrepreneurship include the following activity indicators:

B 2.4 3) follows the main principles of **sustainable development** when planning its development activities, taking account of the strengths, limitations and possibilities of the company

B 2.4 17) when managing the company, follows the principles of **sustainable management**, work safety and security

20) takes part of thematic, regional and national **networks** of tourism stakeholders, depending on company's development goals

Under general competence „communication and customer service” the following activity indicator is mentioned:

B 2.6 1) takes account of the needs of customer, including **specific needs or special needs/handicap**.

Tourism service provider, level 4 (EQF 4) , version 1, valid until 02.11.2021, professional register reference number 04-03112016-4.1/1k

Possible specialisations: accommodation service; rural tourism service

Required competences under „service and sales” :

B 2.1 7) serves the visitor during the entire stay at the company, taking into account the wishes, **specific needs or special needs/handicap**, cultural differences and the possibilities of the company.

Required competences under „events and leisure activities service”:

B 2.2 3) informs the visitor about the rules and special aspects of the activities, paying attention to possible **sources of danger** and giving recommendations for clothing and

necessary equipment

B 2.2 5) introduces products and services, presenting, when possible, stories based on **heritage** culture, selecting the topic and way of presentation depending on the visitors and situation

B 2.2 8) makes sure that **safety** and **security** measures are met, guaranteeing the safety of the guest; when necessary provides first aid and/or invites professional aid.

Required competences under „catering service”:

B 2.3 2) when preparing breakfast and coffee breaks, takes account of the most common **food intolerances** (eg lactose, gluten, allergies), selecting suitable components

Required competences under rural tourism service specialisation:

B 2.6 2) checks the **safety** of the place, prepares needed tools and equipment, based on activity plan

B 2.6 5) gives the visitors relevant explanations to guarantee safety and **preservation of natural environment** and sights, follows the principles of taking care of nature and **sustainability** in their work.

B 2.6. 6) uses diverse possibilities provided by **rural environment** (eg crafts, animals, plants, landscapes, villages, manors, mills, food etc) to provide emotions to the visitor, at the same time valuing **environment-friendly attitudes** and Estonian cultural heritage

B 2.6 7) introduces and **interprets local nature and heritage culture**, telling local stories and presenting facts in an interesting and lively way, showing the specifics of the local place

B 2.6 9) carries out activities in a **safe environment**, taking into account weather conditions and the capabilities of the visitors and following safety measures.

Activity instructor, level 4 (EQF 4), version 5, valid until 10.06.2019, professional register reference number 04-03112016-2.1/5k

Required competences under „preparation of active activities”

B 2.1 1) takes account of the target group, provided agenda and weather conditions when selecting the equipment and preparing activities

B 2.1 2) follows **risk management plan** during the entire process, taking into account the risk factors deriving from people, environment and equipment

Required competences under „carrying out active activities and leading groups”

B 2.2 7) brings attention to possible **sources of danger**, to guarantee the **safety of the customer**

B 2.2 8) evaluates the readiness and **suitability of the customer for the activities**, and when they are not suitable, acts according to the risk management plan

B 2.2 12) observes weather conditions and / or environment conditions and acts according to the risk management plan

B 2.2 13) in case of danger behaves in an operative manner, does not take extra risks, when needed provides first aid and invites professional aid

Required competences under „guaranteeing existence and safety of technical appliances”

B 2.3 1) pays attention so that the equipment is in good order, **safe** and meets the needs of the customer

B 2.3 4) makes sure the infrastructure and activity places are **safe** and suitable for the customers

Depending on the specialisations of this qualification (rope climbing, extreme park, landscape bow, water hikes, nature hikes) there are additional customer safety related items in the qualification, under each specialisation category. Please see the attached sample occupational qualification.

Senior Activity instructor, level 5 (EQF 5), version 4, valid until 10.06.2019, professional register reference number 04-03112016-2.2/4k

Level 5 covers the same items as level 4 does, and specifies some details further, as well as puts bigger responsibility on the instructor (eg elaboration of risk management plan; providing training etc). For specialisation „nature hiking” level 5 competences additionally include:

B 2.9 2) plans the hike as a complete package, takes account of the physical, social and material **risks** of the customers, avoids risks, provides first aid and behaves in an adequate manner in case of crisis situations

B 2.9 8) **intermediates** to customers **information about nature** (animals, plants, species, natural environment) and estonian culture, connecting it with the specific location and presenting exact facts

B 2.9 10) elaborates training programmes and teaches according to them, taking into account the differences of target groups

B 2.9 11) introduces **natural values** and explains the processes and developments that

take place in the nature, forming **environment-valuing attitudes**

Travel consultant, level 5, (EQF 5) , version 2, valid until 30.10.2018, professional register reference number 04-31102013-9.1/2k

Competences under „customer service“:

B 2.2 1) acknowledges **customer's** wishes and **expectations** towards the service, provides an understandable answer to the questions

B 2.2 2) finds out the **customer's travel need**, being friendly and helpful when communicating with the customer

Competences under „Travel consultant, level 5“ general competences

B 2.7 2) follows the requirements of **work health, safety and security**

Tourist Guide, level 5, (EQF 5), version 6, valid until 10.06.2019, professional register reference number 04-11112014-1.1/6k

Competences under „preparation of an excursion“:

B 2.1 1) when getting a request, finds out the wishes of the customer, taking into account the **expectations, needs and specialities of the target group**

Competences under „leading the group“:

B 2.2 12) brings attention to possible sources of **danger**

Competences under „leading the group in the environment of heritage culture“

B.2.3 11) **Intermediates information**, taking into account the background of the target group (eg age, nationality, culture, religion, professional background).

Competences under „customer service“:

B 2.4 3) brings attention to possible sources of danger, guaranteeing the **safety** and comfort of the customer

B 2.4 8). Takes account of weather conditions when carrying out the excursion, changing when necessary and possible the course of the excursion

B 2.4 9) Takes account of the tourists' **food-related peculiarities and diet**

Competences related to „carrying out an excursion in natural environment“

B.2.5 1) Forms **environmentally aware attitude** of tourists, informing them about

sustainable development and bringing their attention to **environment protection**

B 2.5 5) When possible, guarantees **privacy to local people** when carrying out the hikes, disturbing their everyday life as little as possible.

B 2.5 6). Honors everything that is alive, paying attention to physical **level of tolerance** (garbage, noise, protected species, limitations). Gives relevant explanations to tourists to guarantee **preservation of natural environment**.

7. In normal situations uses only existing infrastructure (paths, recreational paths etc), taking into account the principles of **nature sustainability** and tourist service.

Tour operator III (standard was valid until 01.01.2014). It included aspects on **working environment safety** (incl work safety, health issues at work, work hygiene, waste management, first aid) as well as under topic „customer service” included a point: serving customers with **special needs** (with handicap). The topic „Basics of tourism economy” included basics of **sustainable tourism**.

Tourism manager II, III (standard was valid until 01.01.2014). It included aspects on **working environment safety** (incl work safety, health issues at work, work hygiene, waste management, first aid) as well as under topic „customer service” included a point: serving customers with **special needs**. The topic „Basics of tourism economy” included basics of **sustainable tourism**.

Travel consultant II (standard was valid until 05.12.2011).

It included aspects on **working environment safety** (incl work safety, health issues at work, work hygiene, waste management, first aid) as well as under topic „customer service” included a point: serving customers with **special needs**. The topic „Basics of tourism economy” included basics of **sustainable tourism**.

Rural Tourism Entrepreneur III (standard was valid until 31.12.2013).

It included aspects on **working environment safety** (incl work safety, health issues at work, risk management and handling risk, work hygiene, rules of wearing special clothes, waste management, first aid provision, avoiding pollution to the environment). Customer service included main requirements of **safe and secure service** as well as serving customers with **special needs**. The topic „Tourism economy” included **sustainable tourism** and the topic „Principles of **sustainable management**” included **ecological tourism** and **ecological technologies**.

Tourist Guide I, II Master Tourist Guide III (standard was valid until 01.01.2014).

It included aspects on **working environment safety** (incl work safety, health issues at work, work hygiene, waste management, first aid, safety of customers and informing customers about the risks and dangers on the route) as well as under topic „customer service” included a point: serving customers with **special needs/handicap**.

In conclusion it can be said that the lower level qualifications (I, II, III) include less

aspects covered under the theme Social Tourism than higher level qualifications (IV, V, VI). But even in higher level occupational qualifications the aspects of Social Tourism are covered to a relatively low extent, with just some positive exceptions such as Tourist Guide level 5 and Tourist Guide level 5.

BACKGROUND INFORMATION ON OCCUPATIONAL/PROFESSIONAL

QUALIFICATIONS IN ESTONIA

The following table presents the results of assigning the EstQF levels to Estonian formal education qualifications, and levelling of some occupational qualifications.

| Formal education qualifications | Level | Occupational groups and occupational qualifications |
|---|-------|---|
| Basic education certificate based on simplified curriculum; | 1 | |
| Basic education certificate; VET certificate level 2 (without basic education requirement) | 2 | Elementary workers (Cleaner assistant...) |
| VET certificate level 3 | 3 | Skilled workers, machine operators, Service and sales workers, Clerical support workers (Logger, Baker, Carpenter, ...) |
| Upper secondary general education certificate; VET certificate level 4 (upper secondary VET) | 4 | |
| VET certificate level 5 (based on upper secondary education certificate) | 5 | Technicians and craft masters, front line managers, clerical workers (Electrician, Construction Site Manager, Accountant, ...) |

| | | |
|--|---|--|
| Bachelor's degree, Professional higher education certificate | 6 | Specialists, supervisors (Energy auditor, Career Counsellor, ...) |
| Master's degree | 7 | Specialists, managers (Diploma Engineer, ...) |
| Doctoral degree | 8 | Senior specialists, top managers (Principal Architect, Chartered Engineer, ...) |

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