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VocMat 2 Research Findings

Qualifications and the opportunity to learn from colleagues in other countries are very important for tourism managers and the tourism industry. This is one of the findings of the recently published research report, "Addressing Training And Development Issues in European Tourism Management". Commissioned as part of the second Vocational Management Training for the European Tourism Industry project (VocMat 2), the research included an online survey of tourism managers and industry representatives across Europe as well as focus group research in several of the VocMat 2 partner countries.

The research also found a continuing mismatch between the types of training commonly available to tourism managers and what they actually want. According to Dr. Cathy Guthrie of the Tourism Management Institute, who co-ordinated the research exercise, tourism managers want training delivered online so they can access it easily and fit the learning into their busy schedules, but the majority of training on offer to them is delivered through traditional, face-to-face one day, full or part time courses:

"The VocMat training delivery model gives them the best of both. The materials are all available online and on CD-ROM so they can study when it suits them, and still have contact with tutors and other pilot group participants through exchanging experiences and discussing the module materials via the VocMat discussion boards and international online chat sessions. The modules attract European Credit Transfer Points, so they can be collected and put together in a portfolio towards a post graduate level qualification."

An Executive Summary and the full Research Report can be downloaded from the VocMat web site, which also has full details of the VocMat projects.

Ends....

Note:

The VocMat 2 project runs from November 2007 – October 2009 and transfers the innovative learning model developed during the VocMat pilot project into new partner countries and new pilot groups. For further information please contact::

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