in tour

Inclusive Tourism Frontline Staff Professional Profile

Project Title:	**IN-TOUR: INclusive TOURism professions. European curricula for accessible tourism manager and frontline staff**
Contract No:	612643-EPP-1-2019-1-IT-EPPKA2-SSA/2
Funding/EU programme:	Co-funded by the Erasmus+ Programme of the European Union
Start of project:	1st January 2020
End of project:	31st December 2022

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1. INTRODUCTION

The Professional Profile has been designed according to the know-how of the partnership and the evidence of past Erasmus plus project results.

According to that, a Professional Profile is the description of a profession as a category/set of jobs in terms of three components:

- ➢ A general textual description
- ➢ A list of Key Activities, and
- ➢ The Core Competences for each Key Activity

The ITFS has acquired the necessary skills to offer their services through relevant training and practical (on-the-job) experience in their chosen field. The ITFS professional may operate in any of the service encounters of the travel and tourism sector, according to their specific training and practice, including but not limited to, travel sales, accommodation, food & beverage, retail, cultural, leisure and sports activities. The ITFS professional does not provide medical support or personal care.

DESCRIPTION OF THE PROFESSIONAL PROFILE
The Inclusive Tourism Front-line Staff professional (ITFS) is a practitioner of the tourism sector who interacts directly with customers (virtually or in presence) by providing suitable services according to their specific access requirements. These services may include communications and information, physical assistance, use of equipment, food and beverage services, accommodation, guiding, transportation and/or other tourist services.   The ITFS professional has knowledge and understanding of how to cater for customers with a wide range of specific access requirements, thus ensuring - as far as possible - safe, equitable and independent conditions for all customers.

KEY ACTIVITIES	
KA1:	Understand customers' access requirements, priorities, and requests and share them with the stakeholders involved in the service provision
KA2:	Interact effectively with customers and their companions
KA3:	Customise the service delivery to meet customers' specific access requirements
KA4:	Use available technologies or devices (including customers' own devices) to support the delivery of services

CORE COMPETENCES	
KEY ACTIVITY 1	CC1. Collecting information about customers' access requirements, priorities, and specific requests, both directly and indirectly, and identifying relevant accessibility measures in order to provide a personalised service.
	CC2. Identifying other possible stakeholders involved in the service provision, who should be informed about customers' access requirements, priorities, and specific requests and share with them the relevant information in order to ensure a personalised service.
KEY ACTIVITY 2	CC3. Using appropriate communication methods, styles according to the customers' attitude, culture and the purpose of communication.
	CC4.Enacting customer-oriented behaviours, guided by situational awareness and ability to adapt, in order to provide increased service performance and customer satisfaction.
KEY ACTIVITY 3:	CC5. Delivering the service addressing the identified customer's access requirements, priorities and specific requests, collaborating with other service providers if needed.
	CC6. Analysing the service provision in order to identify new opportunities for improvement and to plan efficient use of resources for managing multiple requests.
KEY ACTIVITY 4	CC7. Using the available technologies/devices to support the personalised service and guiding the customer and their companions to use them safely and correctly.
	CC8. Responsibly searching, evaluating and managing data, information and digital content to support the delivery of services