

Case Finland – TTRAIN curriculum adapted for a tailor-made course

Kajaani University of Applied Sciences (KAMK) offers a tailor-made training based on the TTRAIN curriculum.

The course based on the TTRAIN curriculum is aimed to companies in Tourism sector. It provides tools for those working in a supervisory capacity or as team managers in tourism for training their staff and promoting competence development.

The course syllabus can be used and tailored to suit different requirements. A course package based on this syllabus has also been developed at KAMK for the benefit tourism companies and it is offered by Adult and Continuing Education, AIKOPA.

The training consists of the following parts:

- Before the training, TTRAIN course provider will have a meeting with the company ordering the training. The TTRAIN learning model and the topics will be presented to the company representatives and compared to their situation and current needs. After discussion, the approaches to the curriculum will be chosen together to ensure that the topics are relevant from the participants' perspective.
- The structure of the course follows the TTRAIN model: a preliminary task, 4 training sessions in the class room and between the sessions, on-site exercises to adapt and reflect on learned information at the work place.
- At the end of the training, the participants will complete a competence assessment and the outcome will be compared to the situation before the training.
- After the training, follow up at the work place will be conducted and the further needs for training will be assessed.

Piloting the tailor-made training

The course package was piloted during the project with the Break Sokos Hotel Vuokatti team. Supervisors and team managers leading different functions at the hotel participated in the training programme. The course content was tailored to services development, specifically for this work community. The course feedback was enthusiastic thanks to the highly skilled teachers and interesting discussions which stimulated new ideas in the participants about how to develop their own work.

The participants of the TTRAIN pilot course consisted of the hotel's service managers, hotel manager, revenue manager, sales agents and team supervisors. The course took place in spring 2017.

Organizational culture and values were topics received a substantial amount of attention during the course. The topic was discussed from the perspective of brand management. In the Tourism business, the destination's brand influences the organization's brand, which in turn influences organizational culture. Engaging the team in the company brand is a matter of training as well as communication skills which are

both part of the curriculum. In the TTRAIN pilot course, the participants reflected on questions such as how to communicate according to the company brand, how to implement the brand in customer service and how to train the staff for these needs.

Another topic linked to many of the TTRAIN curriculum competences, is multicultural skills. During this pilot course, multicultural skills were discussed in terms of social skills, problem solving, adaptability and training skills. Finland is currently welcoming more Chinese tourists than before and we expect to have more Chinese colleagues working in our local tourism companies in the near future. Training new Chinese staff members will require different forms of cultural awareness and skills.

The pilot of the tailored TTRAIN training was successful. It is easier to plan relevant content and to engage in the topic faster when the group and their needs are known well beforehand.