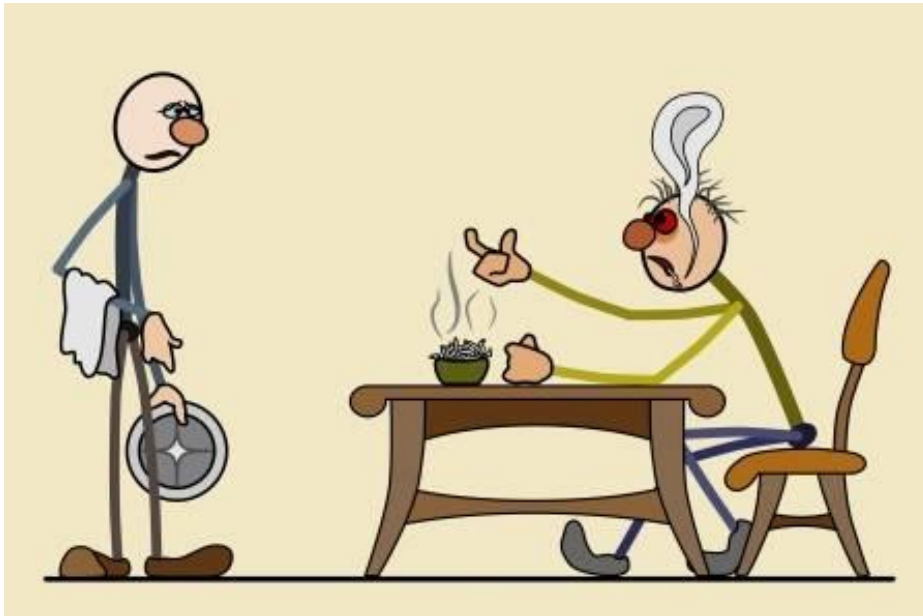


HORECA – Training the Trainers

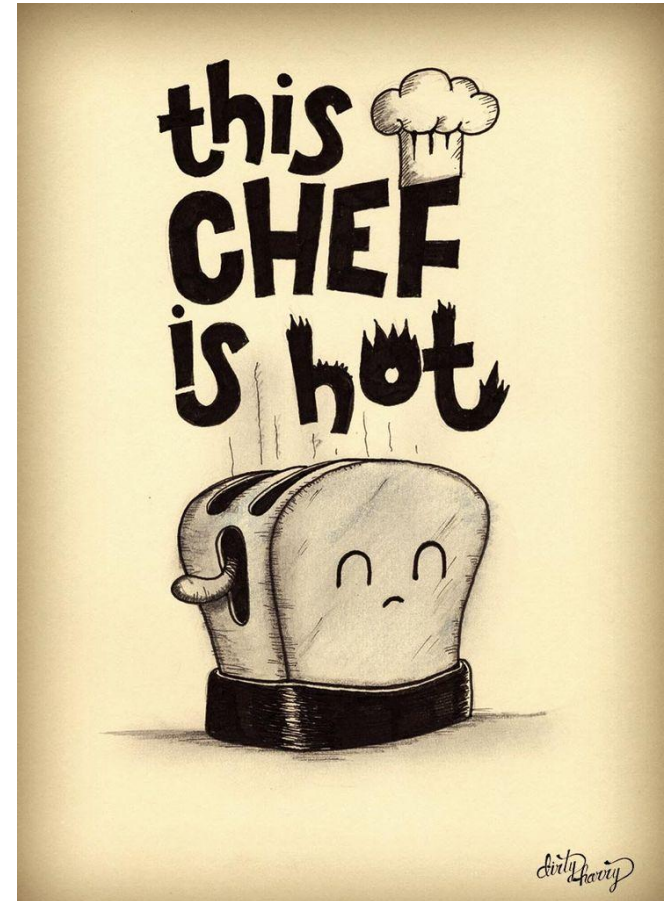


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Why? They should know everything!

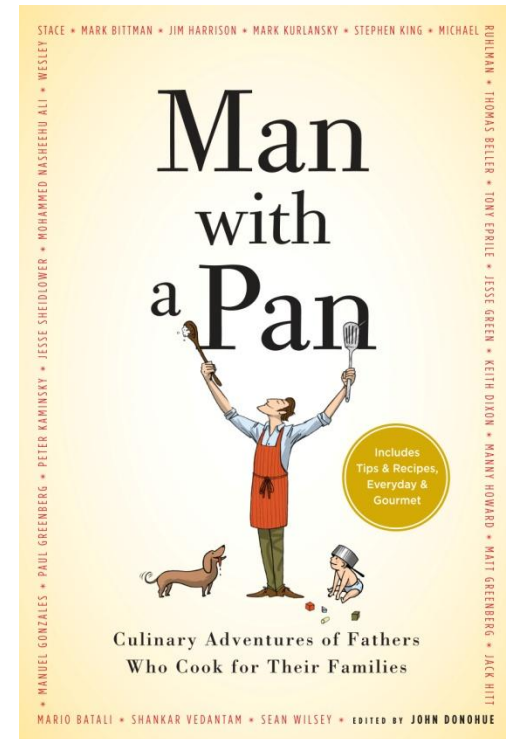
1. Changing customer demand
2. Increasing competition
3. Combined touristic products
4. Local and regional cuisines
5. Experience – not only food
6. International environment
7. Quality insurance
8. Health and safety

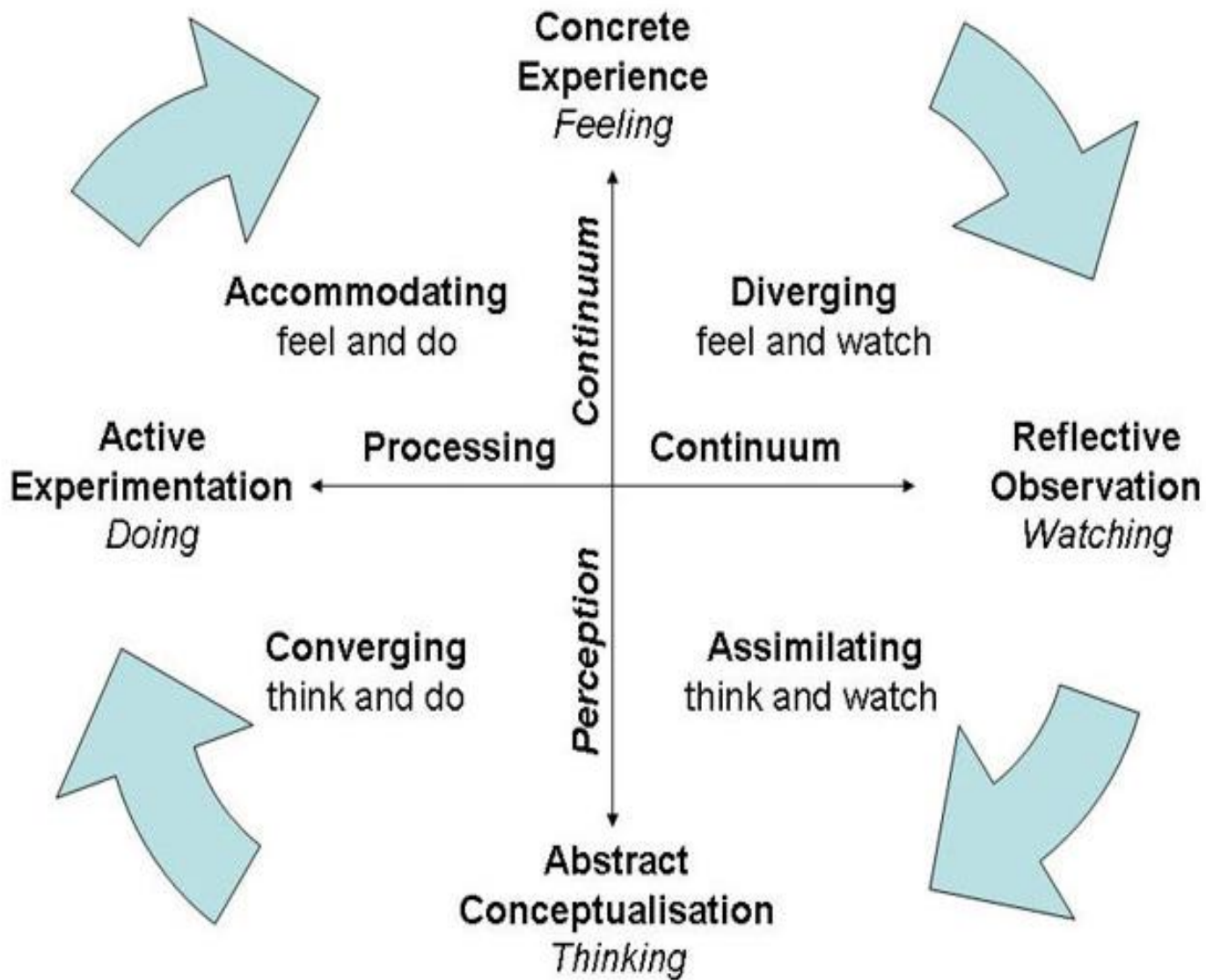


Trends in the HORECA industry in Hungary

The most important establishment types:

1. "traditional" restaurants
2. rustic inns and pubs
3. coffee bars
4. food bars
5. wine bars
6. cocktail bars
7. brewery-beer bars
8. pop-up restaurants
9. food trucks





HORECA is an evolving sector

- During recruitment and selection special emphasis is placed on independence, accountability, customer care and service.
- This requires special skills and knowledge.
- Workforce "on the floor" include head waiters, waiters, restaurant staff, reception staff, service staff, conference hosts, buyers, chefs, catering managers/assistants, dishwashers;
- Higher positions such as hotel manager, assistant manager, controller, restaurant manager, chef, fresh food manager, front office manager, housekeeper are also in increasing demand.

Conducted research

I. ONLINE SURVEY:

1. IDENTIFYING TRAINING NEEDS IN THE SCOPE OF THE DEMAND OF THE HORECA INDUSTRY - TRAINER SKILLS IN THE SCOPE OF IDENTIFICATION AND PREPARATION OF VOCATIONAL TRAINING
2. CONDUCTING VOCATIONAL TRAINING FOR HORECA INDUSTRY IN REAL WORKING CONDITIONS - TRAINER SKILLS IN THE SCOPE OF CONDUCTING VOCATIONAL TRAINING
3. TRAINER'S SOCIAL AND PERSONAL COMPETENCES

Age, gender, qualification and position of 100 respondents in the online survey

Number	Age (years)	Gender F/M	Qualification	Position
60	18 - 35	30F/30M	Vocational to BSc	Workers to line managers
25	35 - 60	13F/12M	BSc to MSc	Higher manager, director, owner
15	35 - 60	6F/9M	MSc to PhD or higher (e.g. DSc)	Researcher, univ. professor, director

Online survey results

- The answers for the questions concerning the trainer's skills regarding the identification and preparation of vocational training show that the respondents considered the trainer's work directly linked to the students as most important rather than preparation of teaching material or didactic aids (many considered that it is not necessarily the trainer's work, but can be done by the trainer) or developing tools to identify the training needs (in this case the use of these appropriate tools is more important, but highly qualified and experienced trainers can of course develop tools for this purpose).
- The answers of these area of competences reflect the respondents fairly clear opinion about the real responsibilities of the trainer. The physical conditions of the training should be provided by the organization, which organized or ordered the training, while the professional development of the training modules shall be the responsibility of the trainer. Furthermore, tailoring the training to the needs of the participants and managing stress related to the training are also the trainer's responsibilities. The choice of technical support shall also constitute an important part of the tasks of the trainer considering the development of interactive didactical methods and IT solutions.

Online survey results



CERTIFIED SOFT SKILLS TRAINERS
WILL BE MOST SOUGHT
AFTER IN THIS DECADE

Almost everyone needs soft skills training and
sky is the limit for the passionate soft skills trainer.

All respondents, regardless of age and position, considered the social and personal competences and interpersonal skills of the trainers as very important or important.

IN-DEPTH STUDIES

- TRAINER'S SOCIAL AND PERSONAL COMPETENCES
- TRAINER'S SKILLS IN THE SCOPE OF IDENTIFICATION AND PREPARATION OF VOCATIONAL TRAINING
- CONDUCTING VOCATIONAL TRAINING FOR HORECA INDUSTRY IN REAL WORKING CONDITIONS



IN-DEPTH STUDIES

The number of respondents was 10 representing the following groups:

1. employers of the HORECA industry
2. experts, specialists in the HORECA industry
3. scientists connected with educations in the HORECA areas
4. trainers providing training for the HORECA industry
5. HORECA employees
6. students of hospitality departments

Age, gender, qualification and position of 10 respondents of the in-depth stud				
Number	Age (years)	Gender F/M	Qualification	Position
2	45, 64	1F/1M	BSc to MSc	Employers
1	48	M	MSc	Expert, specialist
2	44, 69	1F/1M	PhD	Scientists relevant to HORECA
2	53	M	MSc	HORECA Trainer
1	38	F	Higher Vocational	Employee
2	22, 26	1F/1M	BSc	MSc students

IN-DEPTH STUDIES

- In the second part the interviewer conducted a deepening conversation using a list of questions concerning the competences of the trainer specific for the HORECA industry related to the desired outcomes of the training.
- Not unexpectedly, the results of the survey were very similar to the results of the much larger online survey, but the answers here were justified in the second part of the interview followed by some critical remarks regarding the relevance and the importance of the questions.
- The more qualified respondents expressed their opinion, that some questions were a trifle too self-explanatory and redundant dealing with generally obvious issues, which in fact were not issues at all such as the importance of trainer's ability to solve difficult situations that arose during the training in a constructive and non-defensive manner or the importance of professional responsibility (obviously both very important),etc.

IN-DEPTH STUDIES

- Concerns were raised about serious deficiencies in language skills, particularly German and English, which are the most frequently occurring languages in the HORECA industry in Hungary.
- The reasons of shortage of linguistically skilled personnel have two main reasons:
 - insufficient education in foreign languages in primary and secondary schools and
 - migration abroad of qualified workers who possess language skills.
- Therefore, the education in foreign languages should constitute an integral part of the education of trainers, sometimes employing trainers from abroad can be a good solution, even if it may result in higher expenses for the company.

FOCUS STUDIES

Regarding the training needs of the sector, we have to consider the following factors:

- Customers of the hospitality sector are, to a large extent, final consumers, often with well foreseeable expectations and demands to the service provider;
- As typical business-to-consumer businesses, and with strong competition in the sector (because the sector services basic human necessities around food, shelter and socialising), providers are particularly susceptible to developments in the economy that influence aggregate demand and, more specifically, real changes in price;
- At the same time, variable costs such as manpower and raw materials (agricultural products) are significant cost drivers for the industry;



FOCUS STUDIES

This means costs can significantly increase or decrease depending on external factors such as weather patterns and the impact on harvests, as well as shifts in wages, employment taxes and other economic factors, such as shortage in qualified manpower;

The economic responsiveness of the HORECA sector (including in the flexibility and high turnover of the labour market) means that the sector tends to perform better than the rest of the economy during times of economic prosperity, but can be more quickly affected than the wider economy, during down times.

These factors require a wide range of competences from the HORECA employees, and first of all their trainers.



Four focus groups were organised according to the aforementioned specification dealing with the following issues, analyzing the areas within each area of competence:

I. The competence of the trainer in the area of identifying training needs and competences in conducting the training:

1. Type, time and methods of conducting of the training;
2. Program and curriculum;
3. Interactivity, practical orientation;
4. Innovative content;
5. Maximum utilization of time and resources;
6. Practical benefits for improvement to achieve higher satisfaction of the end consumer.

II. Conducting vocational training for the HORECA industry in real working conditions

1. Based on theoretical knowledge and basic practical experience;
2. Real life working environment with right scale and logistics;
3. Confident use of equipment;
4. Health and safety knowledge and skills;
5. Ecologically acceptable/sustainable use of material and sustainable waste management;
6. Client - provider relations;

III. Social and personal qualities and competences of trainers

1. Development of team work
2. Intercultural skills for the HORECA trainer is a main set of skills related to cross-cultural sensitivity, communication in ways that honour diversity considering verbal and non-verbal exchange, body language and gestures.
3. Conflict management
4. Balance between interpersonal relations and requirements

IV. Issues raised by the participants of the in-depth interviews such as improvement of language skills and multi-skilling in order to increase the operational flexibility and adaptability to a changing environment of HORECA businesses.



Thank you for your attention