



IO1 - ECVET tool for qualifications in the nautical and tourism sector

Methodological note for the definition of the Learning Outcomes for the Professional Profile of "Manager of integrated services for boating and coastal tourism"

To define in an articulated way the characteristics of the Professional Profile identified, reference was made to the ISO standards and to the official documents of the European Union, in addition to the search for elements of connection between national and community systems for defining sectors, work processes and Areas of Activity (ADA), as reference standards for active employment policies and training.

The definition path, represented by the attached worksheet, followed a phased approach of progressive analysis and definition of the processes and characteristics required for the role under investigation.

The focus was assigned to the definition of the profile already included in the MAQUAM project documentation, relating to the "**Manager of integrated services for boating and coastal tourism**", whose description is the following.

Professional profile description: the manager is responsible for the tourist reception in the port and on the coast, for the organization and coordination of all activities, services and professionals dedicated to the care of the boat, its crew and boaters. He/She has the task of optimizing and integrating the reception services in tourist ports for both pleasure craft and people, to respond to technical, logistical and tourist needs. He/She competently coordinates the operators who carry out the various technical services on the quay, at sea and in the handling of administrative procedures, meeting the various requests of sea tourists. His/Her role is focused on customer care services and in the configuration processes of the integrated offer of services, through commercial agreements with suppliers of the refit supply chain, port and tourist services. He/She develops and promotes innovation projects of the integrated offer of services.

1. Comparison among professional profiles

The first phase of analysis concerned the comparison between the professional figures defined by the Italian regional standards, the EU ESCO standards and the references obtained from the partners of the countries participating in the project. To allow adequate descriptive completeness of the work processes referring to the professional profile, the role was first divided into 5 sectors of activity:

- Tourism
- Harbors / Ports
- Boat Technique
- Marketing and Project Management



- Finance

For each of the sectors described, the ADAs related to the sector and the professional figures already included in the repertoires of the Italian regions involved in the project have been identified. This information is presented in table 01-Repertoires, which subsequently links these descriptions to the professional figures provided for in the Community (ESCO) and in the individual participating countries, based on the information acquired from the partners.

The following table takes up a portion of the worksheet and shows the Tourism and Ports sectors in its declinations according to the path described above. For the references to the descriptions already present in the national and community repertoires, links have been added to the relative sites for the presentation of the descriptive cards.

Act. 1 – Comparative Table – a. Repertoires (example)

Sectors	Tourism		Harbours/Ports	
ADA related to the sector	ADA.23.03.01 – Planning, programming and organizing of local tourism offers	ADA.23.03.02 Reception of visitors and promotion of the territorial tourist offer	ADA.11.02.08 Management and planning of tourist port services	ADA.11.02.20 - assistance to people on board
Italy (from regional repertoires)	Coordinator of tourist port services; Officer for customer assistance, implementation of on-board services and mooring and unmooring operations - Recreational Hostess/Steward			
	http://professioniweb.regione.liguria.it/Dettaglio.aspx?code=0000000264; http://web.rete.toscana.it/RRFP/gateway#http://www301.regione.toscana.it/bancadati/Rpp/Ricerca.xml			
Greece	Destination Manager			
	https://www.vector-tourism.net/documentation			
	UC 366 Analysis of the reference area; UC 2149 Planning of territorial tourist offers	UC2151 Promotion of the reference area		
Albania	To be defined			



Subsequently these descriptions have been summarized in tables of Activities by process in the worksheet entitled c - Synthesis processes-activities.

Learning Outcomes

The analysis of processes and the connection between processes and activities made it possible to describe for each macro process, linked to the description of the ADA, the skills and knowledge necessary to best perform the detailed activities described in the previous analysis.

The table defined as Learning Outcomes in fact presents for each grouping of activities the training outcomes, skills, competences and knowledges necessary to make it possible to achieve the expected output.

3. Terms and definition used in this analysis

All terms and definitions are taken from ISO norms and/or EU official documents, the main definitions used in this analysis are described below.

Professional Profile

Is an agreed set of characteristics, competences or rules that describes the work of a professional to be used consistently as good principles, practices or guidelines. The point of a standard is to provide a reliable basis for people to share the same expectations about a product or service

ADA

The ADA (Area of activity) is the main information unit of the Italian system of standards, it groups the elementary activities, the reference sectors and is connected to the national statistical system of economic activities and professions.

Competence

knowledge, understanding, skill or attitude that is observable or measurable, or both observable and measurable, which is applied and mastered in a given work situation and in professional development or in both professional and personal development

Process

set of interrelated or interacting activities that use inputs to deliver an intended result (output)

Learning Outcomes

verifiable statements of what learners are expected to know, understand and be able to do. Learning outcomes statements are typically characterised by the use of active verbs expressing knowledge, comprehension, application, analysis, synthesis and evaluation, etc...

Indicators

variables (operational representation of an attribute: quality, characteristic, property) used to detect empirically the criteria of acceptability of the performance. They are measured by descriptors.



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Examples of indicators are: “completeness of the analysis”, “relevance of items”, “conciseness”, “clearness”, “coherence”

Descriptors

scales of attributes that define the level (or the quality) of the indicators and represent a hierarchy of precision degrees (Rubric). Descriptors rubric is a range grid (usually not more than 5), where 1 is the lowest range and 5 is the highest, and their strength is a high level of objectiveness.

Input

Knowledge, ideas, information, that are used as the beginning of the process.

Output

is intentional, direct effect of a process, what it is expected once the process has been completed.



MaQuaM n. 2020-1-IT01-KA202-008459

IO 1 Comparison among professional profiles IT, GR, AL, MT

Profile: Manager of integrated services for boating and coastal tourism

Act. 1 – d. Learning Outcomes

Receiving and managing boats and crews		
Output of process	Learning Outcomes	Skill/Competencies
Mooring plan updated and consistent	Manage and maintain the port's mooring plan	Ability of planning and operational programming in the port area
Assignment of transit seats	Knowing how to provide coherent answers to requests for berths	Relational and programming skills
Satisfied customer	Listen and adequately inform the customer	Relational and receptional skills
Port service and operation orders	Manage port personnel to guide them towards quality management of services	Ability to delegate and assign objectives
Service of crew management	Provide assistance to crews	Relational and communication skills
Satisfaction of needs	Solve the problems and needs of the people on board	Problem solving skills
Planning and organizing the resources		
Output of process	Learning Outcomes	Skill/Competencies
Control report	Make the best use of the economic control tools of the port's activities	Knowing how to recognize the key elements of performance
Services promotion	Obtain an updated map of services and territorial offers in the nautical and tourist fields	Knowing how to analyze and monitor the offer of local services

Work program and mooring plan	Schedule maintenance and technical improvements based on requests	Knowing how to anticipate and plan the technical needs for improvement
Flexible and customized packages	Organize and propose personalized experiential packages to the customer	Knowing how to interpret customer expectations and define tailor-made proposals
Mooring support service	Organize the support service for boats and port maneuvers	Knowing how to identify the technical needs and ability to plan service innovations
Analyze the market, promote local tourist offers		
Output of process	Learning Outcomes	Skill/Competencies
Extension of the offer	Analyze and monitor the territory and the opportunities offered	Ability of territorial and market analysis
Registration of customer cards	Create a marketing information system for supply and demand	Ability to identify stakeholders and manage territorial relations
Proposals accepted	Listening and interpreting the customer's tastes and expectations	Customer analysis and negotiation skills
Marketing mix plan	Apply marketing mix analysis and planning tools	Marketing planning and control skills
Managing goals, projects and evaluations		
Output of process	Learning Outcomes	Skill/Competencies
Plan of the new services	Define strategies and objectives, based on the results of the analysis on supply and demand	Recognize and segment problems, expectations and strategic objectives
Operational feasibility study of the project	Plan new services and projects by identifying the conditions of feasibility	Identify the development of the activities necessary to achieve the objectives

Knowledges
<p>Technical-nautical knowledge IT knowledge on port management systems Regulatory knowledge in the nautical field</p>
<p>Technical-nautical knowledge IT knowledge on port management systems Regulatory knowledge in the nautical field</p>
<p>Technical-nautical linguistic knowledge</p>
<p>Internal communication tools and service order definition tools</p>
<p>Technical-nautical linguistic knowledge Regulatory knowledge in the nautical field</p>
<p>Problem solving techniques</p>
Knowledges
<p>Administrative and economic knowledge Computer knowledges</p>
<p>Service marketing knowledge Computer knowledges</p>

<p>Technical-nautical knowledge Operational programming tools</p>
<p>Knowledge of the analysis of the supply and demand of services Language skills Computer knowledges</p>
<p>Knowledge of innovative port technical support tools</p>
Knowledges
<p>Knowledge of service analysis systems Knowledge of market monitoring systems and tools</p>
<p>Knowledge of stakeholder mapping and management tools CRM tools</p>
<p>Knowledge of marketing and segmentation</p>
<p>Knowledge of the tools for analyzing and planning the marketing mix of services</p>
Knowledges
<p>Project Cycle Management tools</p>
<p>Project Management tools and techniques</p>



MaQuaM n. 2020-1-IT01-KA202-008459

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Profile: Manager of integrated services for boating and coastal tourism

Act. 1 – c. Synthesis between processes and activities

Receiving and managing boats and cr		
Required annual berths	Mooring plan updated and consistent	Daily check of free berths
Requests and reservations	Assignment of transit seats	Berth assignment based on size and availability
Arrival of boats and users	Satisfied customer	Reception at the office after arrival and mooring
Needs of daily work	Port service and operation orders	Definiton of the week work plan
Commander or owner requests	Service of crew management	Registration and health control procedures
Needs of the people on board	Satisfaction of needs	Crew services
Planning and organizing the resource		
Administrative data	Control report	Internal, local and national rules
Deviation from programs	Services promotion	Internal, local and national rules
Expansion and maintenance needs	Work program and mooring plan	Analysis of project options
Organization of the offers	Flexible and customized packages	Development of territorial offers and matching customer needs
Commander or owner requests	Mooring support service	Safe mooring procedures
Analyze the market, promote local touris		
		Proposals for conventions and

Customer inquiries	Registration of customer cards	Ability to analyze needs and expectations
Personalized proposals	Proposals accepted	Ability to elaborate proposals
Analysis of the current situation and trends	Marketing mix plan	Marketing plan
Managing goals, projects and evaluat		
Current customer and booking requests	Plan of the new services	Collection and registration of user reports
Development and improvement projects	Operational feasibility study of the project	Knowledge of the role and techniques of Project Management

ews	
- Customer inquiries and waiting list - Mooring plan - Management Software	Ability of planning and operational programming in the port area
- Customer inquiries and waiting list - Mooring plan - Management Software	Relational and programming skills
Customer care tools	Relational and receptional skills
Reception and support service programming	Ability to delegate and assign objectives
International, national and regional rules	Relational and communication skills
Map of services available locally	Problem solving skills

ies	
Management software and managerial dashboard	Being able to recognize the key elements of performance
Map of available environmental services	Knowing how to analyze and monitor the offer of local services
Technical analysis and problem solving	Knowing how to anticipate and plan the technical needs for improvement
Territorial offer analysis	Knowing how to interpret customer expectations and define tailor-made proposals
Technical and organizational knowledge	Knowing how to identify the technical needs and ability to plan service innovations

it offers	
- Information system on local and territorial tourist offer	Ability of territorial and market

Customer Relationship Management System	Ability to identify stakeholders and manage territorial relations
Travel experience planning and negotiation	Customer analysis and negotiation skills
Marketing information system	Marketing planning and control skills
ions	
Planning and evaluation of new services	Recognize and segment problems, expectations and strategic objectives
Project management and programming tools	Identify the development of the activities necessary to achieve the objectives



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Profile: Manager of integrated services for boating and coastal tourism

Act. 1 – b. Process analysis

Process analysis and de		
Manager of integ		
	<p>Professional profile description: the manager is responsible for dedicated to the care of the boat, its crew and boaters. He/She technical, logistical and tourist needs. He/She competently coordin meeting the various requests of sea tourists. His/Her role is focus with suppliers of the refit supply chain, po</p>	
Process sequences	Management of the operations of the tourist p	
Areas of Activities (ADA) related to the	ADA.11.02.08 Management and planning of tourist port services	ADA.11.02.20 – Assi boa

From the ADA to the Assessment Competence	Starting request/need/action	What he/she does	
	Input	Action	Subject 1
Managing and planning of tourist port services	Required annual berths	Updates	Berths plan
	Requests and reservations	Checks the availability	Mooring plan and transits
	Arrival of boats and users	Receives	Technical and administrative information on the port
	Needs of daily work	Organizes	Moorers
	Current customer and booking	Gathers	specific needs

	Administrative data	Manages	Administrative control system
	Deviation from programs	Promotes and manages	Offer of environmental services
	Expansion and maintenance needs	Takes part	Infrastructure improvement needs
Providing assistance to people on board	Commander or owner requests	Assists	VHF Support
	Commander or owner requests	Manages	Crew list
	Needs of the people on board	Directs	Need analysis
Planning, programming and organizing of local tourism offers	Territory analysis	Monitors	Trends and new elite proposals
	Customer inquiries	Analyses	Tastes and expectations
	Personalized proposals	Elaborates	Personalized proposals
	Organization of the offers	Manages	Affiliated and non-affiliated suppliers
Development of the marketing operational plan	Analysis of the current situation and trends	Develops	Yearly and season' data
Projects management	Development and improvement projects	Plans, manages and controls	Project objectives

Definition of the profile based on the ISO 17024 Standards

Integrated services for boating and coastal tourism

the tourist reception in the port and on the coast, for the organization and coordination of the reception services. He/She has the task of optimizing and integrating the reception services in tourist ports for both the operators who carry out the various technical services on the quay, at sea and in the configuration processes of the integrated offer of port and tourist services. He/She develops and promotes innovation projects of the integrated

Port	Development of plans for tourism promotion	
Attitude to people on board	ADA.23.03.01 – Planning, programming and organizing of local tourism offers	ADA.24.04.02 - De marketing op

Which tools he/she uses		What he/she applies	
Subject 2	Subject 3	Procedures	Standards
Port map	Port Management Software	Daily check of free berths	Technical knowledge of the types of boats and moorings
Port map	Management Software and reservation	Berth assignment based on size and availability	Relational skills and technical knowledge
Regulation and contract	Listening and relationship	Reception at the office after arrival and mooring	Relational skills
work shifts and needs plan	Work contract and agreements	Definiton of the week work plan	Ability to delegate and assign objectives
Analisis and registration	Plan of the new	Collection and registration of user	Relational skills and

Grant rules	Detection of economic and administrative problems	Internal, local and national rules	Administrative knowledge
Cleaning of piers and concession spaces	Environmental services	Internal, local and national rules	Knowledge of environmental rules
Work program	Problem analysis and works impact	Analysis of project options	Project management
Organization of the moorers	Mooring assistance	Safe mooring procedures	Organization of services
International and national rules	Agencies of crew management	Registration and health control procedures	Knowledge of the rules
Agreements with personal services	Personal services providers	Crew services	Relational skills and technical knowledge
Scouting for new initiatives	Contacts	Proposals for conventions and agreements	Ability to analyze and propose
Listening and detecting needs	Survey cards, checklists prepared	Ability to analyze needs and expectations	Interpersonal skills
Territory promotion	Offers by the local providers	Ability to elaborate proposals	Ability to analyze and synthesize
Dedicated transport services	Websites of local players	Personalized booking	Organization skills
benchmarking	verification of marketing mix	Marketing plan	Capacità di analisi e proposizione
Project plans	Work Programmes	Knowledge of the role and techniques of Project	Techniques of PM

of all activities, services and professionals pleasure craft and people, to respond to the handling of administrative procedures, of services, through commercial agreements and offer of services.	
Planning and commercial management	
Development of the operational plan	ADA.24.05.03 - Project management

	Aimed at	What he/she observes/monitors	Indicator
Methodologies	Output		
Respect for overall dimensions and port regulations	Mooring plan updated and consistent	Check the regularity of the Mooring Plan	Mooring anomalies reduction
Respect for overall dimensions and port regulations	Assignment of transit seats	Assignment of available seats	Level of saturation and mooring turnover
Customer care	Satisfied customer	Loyalty	Rates of new customers and rates of confirmations
Worksheets for moorers and external suppliers	Port service and operation orders	Weekly reports	Quality of the port service
Listening and	Plan of the new	Perceived quality	Claims

Management dashboard, check list	Control report	Compliance with the budget and regulatory constraints	Deviation from programs
information and communication to consumers	Services promotion	Compliance with standards and reduction of environmental	Environmental quality of the concession area
Gantt	Work program and mooring plan	Adaptation of the plan to the needs	Respect of the Gantt
Mooring coordinates and maneuvering spaces	Mooring support service	Mooring problems or events	Number of problems and events
Preparation of recording and support tools	Service of crew management	Regularity checks	Number of cases of irregularities
Preparation of agreements and offer packages	Satisfaction of needs	Perceived quality	Degree of satisfaction with the services provided
Territorial scenario	Extension of the offer	Perceived quality in the local area	Local reputation of the port
Customer analysis	Registration of customer cards	Customer Relationship Management	Number of completed customer cards
Value proposition	Proposals accepted	Perceived quality	Claims
Customer's satisfaction	Flexible and customized packages	Travel experiences	Positive reviews
Market analysis	Marketing mix plan	Competitive positioning of the port	Effectiveness of commercial objectives
Project Workflow	Operational feasibility study of the project	Sustainability	Effectiveness of project objectives



MaQuaM n. 2020-1-IT01-KA202-008459

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Profile: Manager of integrated services for boating and coastal tourism

Act. 1 – Comparative Table – a. Repertoires

Sectors	Tourism		Harbou
ADA related to the sector	ADA.23.03.01 – Planning, programming and organizing of local tourism offers	ADA.23.03.02 Reception of visitors and promotion of the territorial tourist offer	ADA.11.02.08 Management and planning of tourist port services
Italy (from regional repertoires)	Coordinator of tourist port services; Officer for customer assistance on-board services and mooring and unmooring operations Hostess/Steward		
	http://professioniweb.regione.liguria.it/Detail.aspx?code http://web.rete.toscana.it/RRFP/gateway#http://www301.regione.toscana.it/Rpp/Ricerca.xml		
Greece	Destination Manager		
	https://www.vector-tourism.net/documentation		
	UC 366 Analysis of the reference area; UC 2149 Planning of territorial tourist offers	UC2151 Promotion of the reference area	
Albania			

Malta	OTHM Level 4 Diploma in Tourism and Hospitality Management	
ESCO (EU)	Port Coordinator (n. 4323.11)	
	https://ec.europa.eu/esco/portal/occupation?resetLanguage=tru	

Ports	Boat Technique		Marketing and Proc
ADA.11.02.20 - assistance to people on board	ADA.10.08.04 - Management of technical repair and maintenance services for boats	ADA.11.02.16 - Management of pleasure boats	ADA.24.04.02 - Development of the marketing operational plan
e, implementation of - Recreational	Pleasure boat service manager; Responsible for the planning of the works, the preparation of the procurement plan and control of the production plan in the nautical sector - Project manager of the nautical sector		Being able to create offers; Destina
=0000000264; .toscana.it/bancadati	http://web.rete.toscana.it/RRFP/gateway#http://www301.regione.toscana.it/bancadati/Rpp/Ricerca.xml		http://professioniwebtaglio.aspx?cod http://www301.regione.toscana.it/bancadati/Rpp/Ricerca.xml
			Destination
			https://www.tourism.net/d
			UC 366 Analysis of the reference area; UC 2149 Planning of territorial tourist offers
	Navigator and Maritime Manager Profile		
	9DZ Ship's Engines and aggregates; Systems and mechanism of the ship	23BD Maritime English	

		Award in Cu:
	Ship steward/ship stewardess (n. 5111.2.2)	Tourism policy dire
e&newLanguage=en	https://ec.europa.eu/esco/portal/occupation?resetLanguage=true&newLanguage=en	https://ec.europa.eu/esco/po uage=true&nev

Project Management	Finance		
ADA.24.05.03 - Project management	ADA.24.02.01 - Asset management	ADA.24.02.04 Management control	Italian National Labor Atlas
experiential tourism ation Manager	Coordinator of tourist port services		Regional Reportoires (Liguria Tuscany)
http://regione.liguria.it/Detail.aspx?code=0000000404; www.toscana.it/bancadati/cerca.xml	http://professioniweb.regioneliguria.it/Detail.aspx?code=0000000264		
n Manager			
www.vector-education.com/documentation			VECTOR Eerasmus+ Project ECVET recognized in IT, PT, ES
UC 2152 Problem analysis and management	UC 2152 Problem analysis and management		
			"ALEKSANDËR MOISIU" University, DURRËS Faculty of professional Studies Department of Engineering and Maritime Sciences

Customer Care		Future Focus: OTHM (OFQUAL No. 60)
Director (n. 1213.2.3)	Port Coordinator (n. 4323.11)	ESCO
portal/occupation?resetLanguage=en	https://ec.europa.eu/esco/portal/occupation?resetLanguage=true&newLanguage=en	

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[http://professioniweb.regione.liguria.it/;](http://professioniweb.regione.liguria.it/)
<http://www301.regione.toscana.it/bancadati/Rpp/Ricerca.xml>

<https://www.vector-tourism.net/documentation>

Level 4 Diploma in Tourism and Hospitality Management
03/2314/0); Idea Academy: Award in Customer Care

<https://ec.europa.eu/esco/portal/occupation?resetLanguage=true&newLanguage=en>



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ERASMUS+
MAQUAM
International Qualification on
Marine and Tourism for the
Mediterranean harbours

**MaQuaM - “International Qualification on Marine and Tourism for the Mediterranean
harbours”**
n. 2020-1-IT01-KA202-008459

Memorandum of Understanding

for the applying of the ECVET system to the training path and LTTA within the project activities

Period: 01/10/2020 -31/05/2023

Approved version 21st July 2021



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MaQuaM n. 2020-1-IT01-KA202-008459

TABLE OF CONTENTS

Introduction

1. General objectives of the MoU
2. Period of eligibility of the MoU
3. Information about the partners
4. Information about the training programme(s) or certification(s) concerned
5. General agreement on the relevant part(s) of the training programme(s) or certification(s) that can be considered for the learners' competence development during international training periods
6. Agreement on Responsibilities
7. Quality assurance
8. Assessment
9. Validation and recognition of results
10. Signatures



MaQuaM n. 2020-1-IT01-KA202-008459

Introduction

The Memorandum of Understanding (MoU) is a voluntary partnership agreement in which conditions for an international VET mobility programme are concluded among partners from different countries. The MoU sets the framework for recognition of Learning Outcomes (LOs) and establishes the partnership's procedures for cooperation. To reduce bureaucracy this draft agreement is modular; this means that each partner who is interested in using the MaQuaM-matrices for mobility activities can just use the parts they really need.

Partners using this agreement accept each other's status as competent bodies and accept each other's quality assurance, assessment, validation and recognition criteria and procedures as satisfactory for the purpose of transferring credits at the end of a training period abroad. They agree on the general conditions such as objectives and duration and recognize other actors and further institutions that may be involved.

The present MoU contains the following elements:

1. General objectives of the MoU
2. Period of eligibility of the MoU
3. Information about the partners
4. Information about the training programme(s) or certification(s) concerned
5. General agreement on the relevant part(s) of the training programme(s) or certification(s) that can be considered for the learners' competence development during international training periods
6. Agreement on Responsibilities
7. Quality assurance
8. Assessment
9. Validation and recognition of results
10. Signatures

1. Objectives of the MoU

This MoU sets out the general framework of cooperation and networking between the Partners, with the objectives of designing specific arrangements for the recognition of Learning Outcomes (LOs) of learners for each specific mobility period (including specification of training content: Mobility Units (MU), placements abroad, mobility projects) and preparing a Learning Agreement (involving two or more partners and the mobile learners).

2. Period of eligibility of the MoU

The period of eligibility of the agreements set down in the MoU is from September 2021 to May 2023 (any extension of the Grant Agreement authorized by the National Agency is to be intended as included)



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3. Information about the partners



- 1) Provincia di Livorno Sviluppo (IT), www.plis.it

PLIS is a public agency for local development and training born on 2000 in Tuscany and totally owned by the Province of Livorno (70%) and by the Port Authority of the Northern Tyrrhenian Sea (30%). Its mission is to implement EU, National and regional projects following the needs of its shareholders. In MaQuam it is the Lead Partner and coordinator of the IO1 - ECVET tool for qualifications in the nautical and tourism sector.



- 2) NA.VI.GO (IT), www.navigotoscana.it

NAVIGO is the largest network of pleasure boating companies in Tuscany and one of the largest in Europe. Founded in 2007 as one of the first service centres in the region, it has become a reference point in Tuscany for all the bodies working on the nautical sector, both companies and institutions, trade associations and schools. In the project it is the Leader of the IO2 - Course of "Manager of integrated services for boating and coastal tourism".



- 3) Strategis (GR), <https://strategis-cluster.com>

STRATEGIS - Maritime Center of Excellence is a non-for-profit organization serving as facilitator of the Strategis – Maritime ICT Cluster in the port of Piraeus, driving innovation to a cluster offering maritime services and synergies for growth, enabling Smart Sea, sustainable business opportunities. In MaQuam it is the Leader of the IO3 - "Manager of integrated services for boating and coastal tourism" assessment tools, supported by PLIS for the ECVET credit system preparation and implementation.



- 4) Mediterranean Tourism Foundation (MT), www.medtourismfoundation.com

MTF is a non profit, non-governmental organisation established by the Malta Hotels and Restaurants Association (MHRA) in Malta on 2013. It is aimed at increasing the potential for sustainable tourism growth across the Mediterranean region. In MaQuam is the Leader of the IO4 - Guidelines for professional profile recognizing in the nautical and tourism sector, supported by PLIS for the ECVET procedures.



- 5) IBIS Foundation (AL), www.ibis.al/



MaQuaM n. 2020-1-IT01-KA202-008459

International Business Integration Shkodra - IBIS Foundation was established with the goal of the territory promotion and for the cooperation with national and European organizations to promote the development in the city of Shkodra. As Partner Country in the project it represents a new developing nautical market and an area to test the path for the staff members, providing a digital path, available for all and sustainable.

4. Information about the training programme(s) or certification(s) concerned

The present MoU deals with the profile of profile "Manager of integrated services for boating and coastal tourism". The description of learning outcomes associated with the training programme(s) or certification(s), the credits or any other related information should be included in the Learning Agreement.

5. General agreement on the relevant part(s) of the training programme(s) or qualification(s) that can be considered for the learners' competence development during international training periods

The training path will be tested in IT, MT, GR and AL by 100 employed/unemployed people, who will enhance their competencies by non-formal and learning work based approach during the LTTA in the country partners. The acquired competencies will be mutually recognized and validated by the ECVET credit transfer system.

The 40 employed people in the partners' staff will perform 5 days of mobility at the hosting bodies/companies/institutions.

The 60 unemployed young people under 35 will perform 12 days of physical mobility at the hosting bodies/companies/institutions and 3 days of virtual mobility for preparation/feedback.

During the mobility period each worker/unemployed person will be regularly involved within the training processes, the study visits, meetings with stakeholders and "peer to peer" discussion, covering from the specific organization operating within the working environment, a role consistent with his/her initial competences. The following Learning Outcomes can, in principle, be considered for the competence development abroad:

Receiving and managing boats and crews			
Output of process	Learning Outcomes	Skill/Competencies	Knowledges
Mooring plan updated and consistent	Manage and maintain the port's mooring plan	Ability of planning and operational programming in the port area	Technical-nautical knowledge IT knowledge on port management systems Regulatory knowledge in the nautical field
Assignment of transit seats	Knowing how to provide coherent answers to requests for berths	Relational and programming skills	Technical-nautical knowledge IT knowledge on port management systems Regulatory knowledge in the nautical field
Satisfied customer	Listen and adequately inform the customer	Relational and receptional skills	Technical-nautical linguistic knowledge



MaQuaM n. 2020-1-IT01-KA202-008459

Port service and operation orders	Manage port personnel to guide them towards quality management of services	Ability to delegate and assign objectives	Internal communication tools and service order definition tools
Service of crew management	Provide assistance to crews	Relational and communication skills	Technical-nautical linguistic knowledge Regulatory knowledge in the nautical field
Satisfaction of needs	Solve the problems and needs of the people on board	Problem solving skills	Problem solving techniques

Planning and organizing the resources

Output of process	Learning Outcomes	Skill/Competencies	Knowledges
Control report	Make the best use of the economic control tools of the port's activities	Knowing how to recognize the key elements of performance	Administrative and economic knowledge Computer knowledges
Services promotion	Obtain an updated map of services and territorial offers in the nautical and tourist fields	Knowing how to analyze and monitor the offer of local services	Service marketing knowledge Computer knowledges
Work program and mooring plan	Schedule maintenance and technical improvements based on requests	Knowing how to anticipate and plan the technical needs for improvement	Technical-nautical knowledge Operational programming tools
Flexible and customized packages	Organize and propose personalized experiential packages to the customer	Knowing how to interpret customer expectations and define tailor-made proposals	Knowledge of the analysis of the supply and demand of services Language skills Computer knowledges
Mooring support service	Organize the support service for boats and port maneuvers	Knowing how to identify the technical needs and ability to plan service innovations	Knowledge of innovative port technical support tools

Analyze the market, promote local tourist offers

Output of process	Learning Outcomes	Skill/Competencies	Knowledges
Extension of the offer	Analyze and monitor the territory and the opportunities offered	Ability of territorial and market analysis	Knowledge of service analysis systems Knowledge of market monitoring systems and tools
Registration of customer cards	Create a marketing information system for supply and demand	Ability to identify stakeholders and manage territorial relations	Knowledge of stakeholder mapping and management tools CRM tools
Proposals accepted	Listening and interpreting the customer's tastes and expectations	Customer analysis and negotiation skills	Knowledge of marketing and segmentation



MaQuaM n. 2020-1-IT01-KA202-008459

Marketing mix plan	Apply marketing mix analysis and planning tools	Marketing planning and control skills	Knowledge of the tools for analyzing and planning the marketing mix of services
Managing goals, projects and evaluations			
Output of process	Learning Outcomes	Skill/Competencies	Knowledges
Plan of the new services	Define strategies and objectives, based on the results of the analysis on supply and demand	Recognize and segment problems, expectations and strategic objectives	Project Cycle Management tools
Operational feasibility study of the project	Plan new services and projects by identifying the conditions of feasibility	Identify the development of the activities necessary to achieve the objectives	Project Management tools and techniques

Details are listed in the Learning Agreement of each mobile learner.

6. Responsibilities

<i>Responsibility for</i>	Sending Country	Hosting Country
Signature of learning agreements	X	X
Sending information package		X
Health insurance and travel insurance for the time abroad	X	
Covid 19 rules accomplishments	X	X
Arrangements on employment (government regulations, taxes etc.) related to the legal framework of both countries		X
Payment for the mobile learner (travel and subsistence)	X	
Accident insurance at the workplace and during commuting to the workplace for the time abroad		X
Arrangement of accommodation for the training period abroad		X
Providing working clothes or protection equipment during the training period abroad if necessary		X
Arranging travel during the training period abroad	X	
Living costs	X	
Assessment of LO		X
Accompanying Tutorship		X
Recognition of LO	X	



7. Quality assurance

The hosting provider-company during the mobility period will assure the following minimum quality-standards:

1. The hosting organization provides a safe and convenient training environment for the mobile learner in which he/she can develop the programme and learn;
2. The hosting organization takes into consideration the level of competence development of the mobile learner (the study title/years of training/work experience);
3. The hosting organization allows enough time, room, means and resources for the training and coaching of the mobile learner;
4. The mobile learner can practice (when necessary under guidance) the daily activities in relation to the education of the worker/unemployed young person if necessary;
5. The hosting organisation appoints a person who will be the representative of the working place, coaching and supervising the mobile learner if necessary;
6. The hosting organisation provides a detailed programme/plan including an introduction programme, evaluation interviews with the mobile learner on the progress of the mobility programme and the final assessment of the mobile learner;
7. The hosting organisation cooperates with the sending organisation and makes the appropriate training agreements as described further on in the Learning Agreement;
8. The hosting organisation gives the necessary information on the conditions and equipment concerning the work itself and the work environment (in case the hosting organisation is a company) and concerning the training to be attended.
9. A representative of the hosting organisation, on behalf of the sending organisation, monitors and evaluates the achievement of the learning objectives.
10. The mobile learner implements its training programme based on a work learning approach under the supervision and responsibility of the hosting organisation, following the specific training hours.
11. The mobile learner attends to and fulfils the tasks that are part of the agreed training plan.
12. The mobile learner follows the discipline of the work place, and respects the rules in force and legal provisions concerning professional confidentiality.

8. Assessment

The assessment will be done as follows:

- Expert workers, trainers or teachers are asked to evaluate the performance of the mobile learners in terms of the quality of their participation in the practical experience in the work place or in the training process.
- The expert confirms in the matrices (cf. the Learning Agreement) whether a mobile learner has only observed the respective mobility unit; has operated under (close) instruction; has operated under surveillance; or has acted independently. This mode of assessment guarantees the instrument's competence orientation: confirming that a mobile learner has acted independently means that he/she has reached a certain level of expertise in all sub aspects of the respective mobility unit.



MaQuaM n. 2020-1-IT01-KA202-008459

- No expert would rate a candidate as “independent” when, for example, he/she is performing his/her tasks very well but does not know what to do before or afterwards – and vice versa.
- For each mobility unit several rows are provided to make clear that each mobility unit is not necessarily learnt at one place only – the mobile learner will perform some of the mobility units at least twice during his or her apprenticeship. This transparency assures information about what was assessed, where, when and by whom.
- Coordinators of the sending institution see at once, what and where the mobile learner has already learned and how well he/she performed.
- These mobility units are not necessarily single parts which in sum form a whole. So the last row on the sheets of complex units is sometimes “Performing the mobility units of this unit in context”.

9. Validation and recognition

The sending institution/body will be on charge on the validation and recognition of LOs, to confirm that assessed learning outcomes achieved or competences developed by the person in training during the stay abroad correspond to the specific LOs required for the pointed out training programme or certification.

10. Signatures

The signatories confirm the accuracy of all statements made on this form and agree to all principles and articles expressed therein.



MaQuaM Project n. 2020-1-IT01-KA202-008459

ERASMUS + LEARNING AGREEMENT FOR VET MOBILITY

I. DETAILS ON THE PARTICIPANT

Name of the participant:

Field of vocational education: Nautical and tourism sector

Sending institution (name, address):

Contact person (name, function, e-mail, tel):

II. DETAILS OF THE PROPOSED TRAINING PROGRAMME ABROAD

Receiving organisation (name address):

Contact Person (name, function, e-mail, tel):

III. Period

Planned dates of start and end of the placement period:

IV. Learning context

At the sending organisation, the participant is currently enrolled in:

Title of the qualification / profession:	Manager of integrated services for boating and coastal tourism
--	--

Role/position:	Employed/unemployed
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V. Learning outcomes

At the end of the learning pathway the learner will acquired the competences in:

Receiving and managing boats and crews

Planning and organizing the resources

Analyze the market, promote local tourist offers

Managing goals, projects and evaluations

The following Learning Outcomes can, in principle, be considered for the competence



MaQuaM Project n. 2020-1-IT01-KA202-008459

development abroad:

UNIT: Receiving and managing boats and crews

Output of process	Learning Outcomes	Skill/Competencies	Knowledges
Mooring plan updated and consistent	Manage and maintain the port's mooring plan	Ability of planning and operational programming in the port area	Technical-nautical knowledge IT knowledge on port management systems Regulatory knowledge in the nautical field
Assignment of transit seats	Knowing how to provide coherent answers to requests for berths	Relational and programming skills	Technical-nautical knowledge IT knowledge on port management systems Regulatory knowledge in the nautical field
Satisfied customer	Listen and adequately inform the customer	Relational and receptional skills	Technical-nautical linguistic knowledge
Port service and operation orders	Manage port personnel to guide them towards quality management of services	Ability to delegate and assign objectives	Internal communication tools and service order definition tools
Service of crew management	Provide assistance to crews	Relational and communication skills	Technical-nautical linguistic knowledge Regulatory knowledge in the nautical field
Satisfaction of needs	Solve the problems and needs of the people on board	Problem solving skills	Problem solving techniques

UNIT: Planning and organizing the resources



MaQuaM Project n. 2020-1-IT01-KA202-008459

Output of process	Learning Outcomes	Skill/Competencies	Knowledges
Control report	Make the best use of the economic control tools of the port's activities	Knowing how to recognize the key elements of performance	Administrative and economic knowledge Computer knowledges
Services promotion	Obtain an updated map of services and territorial offers in the nautical and tourist fields	Knowing how to analyze and monitor the offer of local services	Service marketing knowledge Computer knowledges
Work program and mooring plan	Schedule maintenance and technical improvements based on requests	Knowing how to anticipate and plan the technical needs for improvement	Technical-nautical knowledge Operational programming tools
Flexible and customized packages	Organize and propose personalized experiential packages to the customer	Knowing how to interpret customer expectations and define tailor-made proposals	Knowledge of the analysis of the supply and demand of services Language skills Computer knowledges
Mooring support service	Organize the support service for boats and port maneuvers	Knowing how to identify the technical needs and ability to plan service innovations	Knowledge of innovative port technical support tools

UNIT: Analyze the market, promote local tourist offers

Output of process	Learning Outcomes	Skill/Competencies	Knowledges
Extension of the offer	Analyze and monitor the territory and the opportunities offered	Ability of territorial and market analysis	Knowledge of service analysis systems Knowledge of market monitoring systems and tools



MaQuaM Project n. 2020-1-IT01-KA202-008459

Registration of customer cards	Create a marketing information system for supply and demand	Ability to identify stakeholders and manage territorial relations	Knowledge of stakeholder mapping and management tools CRM tools
Proposals accepted	Listening and interpreting the customer's tastes and expectations	Customer analysis and negotiation skills	Knowledge of marketing and segmentation
Marketing mix plan	Apply marketing mix analysis and planning tools	Marketing planning and control skills	Knowledge of the tools for analyzing and planning the marketing mix of services

UNIT: Managing goals, projects and evaluations

Output of process	Learning Outcomes	Skill/Competencies	Knowledges
Plan of the new services	Define strategies and objectives, based on the results of the analysis on supply and demand	Recognize and segment problems, expectations and strategic objectives	Project Cycle Management tools
Operational feasibility study of the project	Plan new services and projects by identifying the conditions of feasibility	Identify the development of the activities necessary to achieve the objectives	Project Management tools and techniques

Detailed programme of the training period:

- Day 1: General introduction and entry test (9-14.00 – 14.30 – 17.30)
- Day 2: Activity 1:
- Day 3: Activity 2:
- Day 4: :
- Day 5: Activity 3:



MaQuaM Project n. 2020-1-IT01-KA202-008459

Tasks of the trainee:

Day 1:

-

Day 2:

-

Day 3:

-

Day 4:

-

Day 5:

-

Monitoring and Mentoring of the participant:

A tutor or facilitator will remain throughout the mobility days. Will be given the maximum attention during the course of the placement test and evaluation test.

Day 1:

- Name and Surname (expert of host organization)
- 1 tutor/facilitator of the sending/hosting organization

Day 2:

-

Day 3:

Day 4:

Day 5:

VI. Evaluation and Validation of the training mobility:

Trainees will **fill a test (ANNEX IV)** on the first day of mobility and tutors of the host organizations will put the results on a grid with which the partnership evaluate the autonomy of the trainee to master each of the clusters of the units and to ensure an adequate standard of quality of expected results within the work process. Last day of the mobility an evaluation of the trainees takes place based on the same criteria/test of the beginning of the mobility. The tutor fills in the evaluation questionnaire to assess the achievement of learning outcomes.



MaQuaM Project n. 2020-1-IT01-KA202-008459

III. COMMITMENT OF THE PARTIES INVOLVED

By signing this document, the participant, the sending institution and the receiving organisation confirm that they will abide by the principles of the Quality Commitment for Erasmus+ LTTA attached below.

THE PARTICIPANT

Participant's signature

..... Date:

THE SENDING INSTITUTION

We confirm that this proposed training programme agreement is approved.

On completion of the training programme the institution will issue ECET Certificate to the participant

..... Date:

THE RECEIVING ORGANISATION

We confirm that this proposed training programme is approved.

On completion of the training programme the organisation will issue a *attendance* to the participant

..... Date:



MaQuaM - “International Qualification on Marine and Tourism for the Mediterranean harbours”

n. 2020-1-IT01-KA202-008459

Guidelines for ECVET and surveys for evaluation will be prepared by PLIS and sent to the partners

GENERAL INFORMATION on Procedure

The ECVET procedures on charge to PLIS will be supported by a certifier expert on the topic; the evaluation procedures are described below.

The documents that the certifier must receive in order to receive evidence and prepare the ECVET certificate are:

- Learning agreement** Annex III according to the template and filled in for each participant (on charge on the sending organization)
- Test per Training Unit**, with the final assessment of all the training units (to be filled in by the training organization)
- **Mobility Path Evaluation Grid** Annex IV, filled in by the tutor of the hosting organization at the end of the mobility

GUIDELINES TO FILLING IN THE LEARNING AGREEMENTS (ANNEX III)

I. DETAILS ON THE PARTICIPANT

Please enter the data of the participant involved in the mobility

II. DETAILS OF THE PROPOSED TRAINING PROGRAMME ABROAD

Please enter the organisation that will organise and follow (with the name of the tutor) the programme abroad. So who will be in charge on structuring the programme, making contacts and managing the programme directly on the host country/venue.

III. Period

Please indicate the period of stay abroad (starting day and ending day)

IV. Learning context

Please select the role/position of the mobility participant between employed/unemployed

V. Learning Outcomes

Please choose the LO from 1 to 4 (minimum 1 and maximum 4). Then per each LO chosen enter the skills that will be acquired during the mobility and according to the mobility's



planned programme. Please therefore delete the units of competence which are not relevant to the programme and the mobility.

VI. Evaluation and Validation of the training mobility:

It is necessary to use the annex IV grid at the beginning and at the end (or only at the end) to assess the skills developed during the mobility and thanks to the planned programme abroad.



MaQuaM n. 2020-1-IT01-KA202-008459

ANNEX IV _ Mobility Path Evaluation Grid

Name of the participant

Sending institution

Receiving organization

Mobility

**From day (date) to day
(date)...**

Please only enter skills that will be acquired during the mobility and according to the planned programme. Please therefore delete the units of competence which are not relevant to the programme and the mobility (LTTA, Project work or study visit).

***The rating scale must consider these criteria:
the participant is "independent / non-independent"***

UNIT: Receiving and managing boats and crews

Output of process	Learning Outcomes	Evaluation
Mooring plan updated and consistent	Manage and maintain the port's mooring plan	
Assignment of transit seats	Knowing how to provide coherent answers to requests for berths	
Satisfied customer	Listen and adequately inform the customer	
Port service and operation orders	Manage port personnel to guide them towards quality management of services	
Service of crew management	Provide assistance to crews	
Satisfaction of needs	Solve the problems and needs of the people on board	



UNIT: Planning and organizing the resources

Output of process	Learning Outcomes	Evaluation
Control report	Make the best use of the economic control tools of the port's activities	
Services promotion	Obtain an updated map of services and territorial offers in the nautical and tourist fields	
Work program and mooring plan	Schedule maintenance and technical improvements based on requests	
Flexible and customized packages	Organize and propose personalized experiential packages to the customer	
Mooring support service	Organize the support service for boats and port maneuvers	

UNIT: Analyze the market, promote local tourist offers

Output of process	Learning Outcomes	Evaluation
Extension of the offer	Analyze and monitor the territory and the opportunities offered	
Registration of customer cards	Create a marketing information system for supply and demand	
Proposals accepted	Listening and interpreting the customer's tastes and expectations	
Marketing mix plan	Apply marketing mix analysis and planning tools	

UNIT: Managing goals, projects and evaluations

Output of process	Learning Outcomes	Evaluation
Plan of the new services	Define strategies and objectives, based on the results of the analysis on supply and demand	
Operational feasibility study	Plan new services and projects by	



of the project

identifying the conditions of feasibility

Project work (if applied)		
Project work title Objectives and contents	Working hours/individual or working group	Output (report, video, app, software,etc)

CERTIFICATE

Ms /mr..

has successfully completed
a period of 5 days of training and 120 hours of the training course
for the profile

"Manager of integrated services for boating and coastal tourism"

at, MALTA
September-, 2022

Learning outcomes achieved during the mobility programme and the training course

Units	Evidence	Activities	Valutazione
IT tools 12 h	test	training	very good/points
Business english: corporate, commercial and technical communication 18 h	test	training	
Configuration and composition of sailing and motor yachts and basic refitting techniques 24h	test	training	
Nautical tourism: analysis and strategic planning 12h	test	training	
Legislation and sector rules 12h	test	training	
Touristic ports: organization of resources and management of activities 12h	test	training	
Customer service (reception services and technical services for boaters) 24h	test	training	
Project management 12h	test	training	
Marketing & communication for nautical tourism 24h	test	training	
Offer configuration of nautical and tourist services 30	test	training	
Receiving and managing boats and crews	Report of tutor/grid/photos/certificate of company	Mobility/visit or placement	“independent” for example, he/she is performing his/her tasks very well but does not know what to do before or afterwards – and vice versa
.....			

The profile of "**Manager of integrated services for boating and coastal tourism**" is
VALIDATE or NOT VALIDATE (if in all unit are the competences developed)

Provincia di Livorno Sviluppo
Recognition of LO

Signature / stamp
