World Cup 2014
Professional Training Program for Brazilian Hotels
“Welcoming Cup” Program

Enable the Brazilian tourism industry to attain international standards of quality in tourism services
“Welcoming Cup” Program

- Training 306,000 professionals working in the tourism front line
- Main segments of the tourism industry: food and beverage, entertainment, hotels and transportation
Main Challenge

Sensitization and mobilization of this contingent of professionals in a country as large as Brazil is
Ministry of Tourism Strategy
www.bemrecebercopa.com.br
“Welcoming Cup” Program
Hotel Industry

- Brazilian Institute of Hospitality - IBH, and Brazilian Hospitality Industry Association – ABIH
- 19,000 professionals by the end of 2013
- Hosting Virtual School - EVMH
Hotel Industry professionals

- Bell Captains
- Bell Boys
- Receptionist
- Housekeeping
- Managers
EVMH Project Phases

- Pedagogical Plan
- Educational Platform
- Teaching Material
- Maintenance and Technical Support
- Mobilization
- Implementation of the Training Program
- Monitoring, Evaluation and Program Improvement
Pedagogical Plan

- General information
- Training curriculum - general and specific skills
- Theoretical basis
- Learning trails - composition, evaluation and certification
- Learning solutions and methods of supply
<table>
<thead>
<tr>
<th>Skills</th>
<th>Module</th>
<th>Matters</th>
</tr>
</thead>
</table>
| General             | You, citizen, and tourism in Brazil         | • Ethics and citizenship  
                      |                                                                 | • Importance of tourism  
                      |                                                                 | • Cultural diversity  
                      |                                                                 | • Brazil to the world  
                      |                                                                 | • Tourist Information                                         |
| Communication       | Communication and relationship at work      | • Communication and expression  
                      | and relationship at work                                             | • Relationship at work  
                      |                                                                 | • Service quality                                             |
| The hotel industry  | The hotel industry professional             | • Characterization of lodging facilities  
                      | professional                                                       | • Personal appearance and professional posture  
                      |                                                                 | • Health and Safety at work                                  |
# Learning Trails

<table>
<thead>
<tr>
<th>Skills</th>
<th>Module</th>
<th>Matters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific</td>
<td>Bell captain</td>
<td>• Bell captain services</td>
</tr>
<tr>
<td></td>
<td>Bell boy</td>
<td>• Bell boy services</td>
</tr>
<tr>
<td></td>
<td>Receptionist</td>
<td>• Receptionist services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Technology applied to equipment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Administrative procedures</td>
</tr>
<tr>
<td></td>
<td>Housekeeping</td>
<td>• Housekeeping service management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Human resource management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Technology applied to equipment</td>
</tr>
<tr>
<td></td>
<td>Manager</td>
<td>• Lodging facilities management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Human resources management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Marketing strategies and sales</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Use of technological resources</td>
</tr>
</tbody>
</table>
Educational Platform

- Website for dissemination of the training program
- Publication of courses with their respective evaluation items
- Enrollment of students
- Resources for tutors and managers perform their activities
- Monitoring and tracking of students performance
- Virtual library services, webmail and forum
Teaching Material

- Content elaboration
- Instructional design
- E-learning implementation
- Testing and publishing in the educational platform
- Layout and production of printed material with all the content covered by the courses
- Student kit
Maintenance and Technical Support

- Corrective, adaptive and evolution software maintenance
- Support, via Internet and telephone on every weekday, from 8 am to 6 pm
- Support service for tutors and coordinators
Mobilization

- One of the most critical stages of the project
- Implemented through the ABIHs in each one of the 12 host cities
- Lectures to present the “Welcoming Cup” program to hotels managers in each city
- Local coordinators and advisers hired locally in each city to visit hotels and get those professionals registered
- Mutual cooperation requested from hotels
Mutual cooperation requested from hotels

- Designate a manager of the hotel to keep in touch with EVMH, select and lead employees through the courses
- Provide adequate space and computers with internet access
- Allow each registered employee 2 to 5 hours per week off duty over the courses
Implementation of the training program

Main actors

- Student
- Hotel human resource manager
- Continuing education team
- Local coordinators
- Tutors
- Technical support team
Implementation of the training program

- 4 workshops
- Visits to hotels
- Graduation and certification ceremony
Monitoring, Evaluation and Program Improvement

- Reaction
- Learning
- Performance Impact
## Results

<table>
<thead>
<tr>
<th>Course</th>
<th>Enrolled</th>
<th>Graduated</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bell captain</td>
<td>143</td>
<td>108</td>
<td>76%</td>
</tr>
<tr>
<td>Bell boy</td>
<td>476</td>
<td>389</td>
<td>82%</td>
</tr>
<tr>
<td>Receptionist</td>
<td>1854</td>
<td>1499</td>
<td>81%</td>
</tr>
<tr>
<td>Housekeeping</td>
<td>1029</td>
<td>865</td>
<td>84%</td>
</tr>
<tr>
<td>Manager</td>
<td>1813</td>
<td>1503</td>
<td>83%</td>
</tr>
<tr>
<td>Global</td>
<td>5315</td>
<td>4364</td>
<td>82%</td>
</tr>
</tbody>
</table>
Conclusions

Main success factors

- Effective participation of local ABIHs in the process of sensitization and mobilization
- Courses taken at workplace during working hours
- Weekly progress monitoring of each student
- Permanent contact with the managers of hotels to rescue students
- Tutors and coordinators visit to hotels to support the rescue of students
- Enhancing students' motivation in the local workshops
- Fixed and variable remuneration for coordinators and tutors on the basis of student performance
THANKS!

SILVONE ASSIS
silvone.assis@gmail.com
Tel. +55 61 8118-7087