



Erasmus +, Strategic Partnership for vocational education and training

Skills for Work Opportunities in Eno-gastronomy and Tourism

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Partners:



Description of the project

The tourism sector accounts for almost 25 million jobs in Europe (around 11% of the total employment). The sector provides employment both to highly qualified, as well as to low-skilled workers. It offers job opportunities to both workers who enter the job market for the first time and to people re-entering the job market. It is the largest employer of migrant workers, part-time workers, as well as female workers, and young people.

However, skills mismatch is among the fundamental problems hampering the competitiveness of the tourism industry. The competences acquired by tourism professionals at all levels of the skills spectrum during education and training often do not match the expected performance. Education providers have a limited understanding of the requirements of employers and expectations of travellers in terms of the service provided.

At the same time, youth unemployment in the European Union remains unacceptably high, while many tourism enterprises are missing out on the best talent.

European institutions and VET stakeholders and policy makers have a convergent consensus on enhancing the effectiveness of Work based learning approaches is crucial for addressing and solving labour market imbalances.

AIMS

In order to answer to these needs the project AIMS to:

- Improve the cooperation between VET providers and companies so as to provide a market oriented training offer and business driven learning paths to the VET students of tourism and enogastronomy
- Offer work based learning opportunities (internships, apprenticeships and dual paths) to VET students and improve their effectiveness
- Enhance the participation of company managers and responsible of the human resources in the matching their expectations to enhance competitiveness of the tourism industry and to give a high quality, innovative and customized service for a wide range on target group including seniors or travellers with special needs overcoming the barriers that obstacle their full commitment in cooperating with the VET providers
- Improve the accessibility and internationalization of the VET training offer and of work based learning approaches through the exploitation of ICT in order to match the needs of the companies and the expectations of the trainees.

Topics addressed by the project

Labour market issues incl. career guidance / youth unemployment

Overcoming skills mismatches (basic/transversal)

Quality Assurance

Expected results

The SWOT project expects to achieve the following results:

Motivate VET students specially students at risk of dropping out , by providing them with enhanced Work Based Learning methods and tools based on the full exploitation of ICT and multimedia communication potential.

- Provide VET students with an improved awareness of the importance for companies that human resources they are going to select have both the technical and professional skills to perform the specific task and the basic and transversal skills that can be acquired only by completing VET education.

Creation of a transnational network of VET providers, companies and social partners cooperating for:

- Enhance the participation of managers and responsible of tourism and eno-gastronomy companies in the training of the future human resources, through the use of the communication potential of Media and ICT

- Making available a market oriented training offer and business driven learning paths, based on the full implementation of work based learning approaches, to the VET students of tourism and eno-gastronomy sector.

- Sharing best practices in organizing local, regional, national ant international WBL.

Intellectual Outputs

01. On line platform for promoting WBL in the tourism and eno-gastronomy fields

The online platform will be organized in different sections:

1. -International WBL Database.

It will contain:

Profiles of the companies operating in the tourism and eno-gastronomy sectors and that are interested in hosting VET students for WBL experience.

Profiles of VET students that are interested to carry out their placement at local, regional, national or international level through a mobility WBL experience.

Online tool to be used by the companies for contacting the VET trainee and offer them a WBL experience.

2. Repository of e-learning based video didactic interviews in the fields of tourism and eno-gastronomy

The idea of the interviews is to prepare the VET students for local, regional, national and international WBL experience, acquiring the specific requirements that are necessary to work in the different countries represented within the project partnership (e.g. how to promote a rural house and how to organize activities for it in Italy or Romania)

3. Repository of video testimonials and interviews

VET students and entrepreneurs that have participated in a WBL experience in the tourism and eno-gastronomy sector will highlight the benefits, the skills acquired, the impact in terms of employability and the benefits they received.

4. A virtual space where VET students and the managers and the head of the marketing departments can meet for synchronous communication in order to:

- Plan local, regional, national and transnational WBL experience to be held in person through mobility resources
- Plan and manage local, regional, national or transnational online WBL experiences.

O2. Guidelines for the organization of WBL local, regional, national and international initiatives in the fields of tourism and eno-gastronomy

The package will be organised in 5 sets of Guidelines and operative tools, each specifically designed for the different target groups.

Each set will be composed by a Guideline outlining indications, hints, strategies and benchmarks and at least 10 tools to be used to put into practice the indications outlined in the Guideline.

All the contents will be made available in English, the Guidelines will also be translated in the languages of the partnership.

- Guidelines and operative tools for policy makers to assess the impact of learning mobility
- Guidelines and operative tools for VET directors and administrative staff on funding tools to support work based learning mobility
- Guidelines and operative tools for VET students providing access to a set of guidelines and formats
- Guidelines and operative tools to VET providers, trainers and administrative staff
- Guidelines and operative tools for companies interested in hosting VET students for local, regional, national and international WBL experiences.

Target group and related needs

Within these activities, the project partners highlighted the following common challenges and related NEEDS:

-VET providers need to ameliorate the cooperation between them and companies to provide a market oriented training offer and driving learning paths to VET students to turn the skills mismatch into competitiveness of the tourism industry and to give a high quality, innovative and customized service for a wide range of target groups including seniors or travellers with special needs.

-VET providers need to increase the engagement of companies in the tourism sector and to involve companies' managers that do not have enough time resources to be fully involved in training activities and therefore VET providers have to rely on less qualified companies' staff

-The amount of traditional classroom based activities is still too high. VET providers need to provide VET students with enhanced Work Based Learning methods and tools based on the full exploitation of ICT and multimedia communication potential.

- WBL experiences (internships, apprenticeships and dual paths) are usually related to a small (or anyway insufficient) number of companies at local, regional, national and international level, and as

a consequence they lack in effectiveness for the trainees, and also does not provide with an international dimension which at the contrary a key issue for the qualification of tourism and gastronomy within a globalized market.

Multiplier events

Partners will organise a focus group in order to present and discuss the project results and address their sustainability in their VET system.

During the focus groups the 2 Intellectual Outputs will be presented, discussed and mainstreamed.

The Conference will be an important opportunity to disseminate the project results and to carry out a further discussion on the measures to enhance and improve the effectiveness of work based learning approaches in VET and in the organisation of internships, apprenticeships or dual paths at local, regional, national or transnational level in person or online.

Also it will promote the transferability potential of the project outputs.

Impact

PARTICIPANTS and TARGET GROUPS

The project will impact on the participant VET TEACHERS teaching tourism and eno-gastronomy, as through their involvement in the project activities they will acquire the necessary skills and competences:

- To adopt innovative work based learning teaching methods, to back up their classroom activities with e-learning materials
- To motivate their VET students to finish their VET training paths,
- To establish fruitful cooperation with companies of tourism and eno-gastronomy for organising local, regional, national or international WBL experiences

The project will impact on the participant VET STUDENTS as through the project deliverables and their testing they will:

- Acquire specific knowledge, competences and skills in the fields of the latest trends in tourism and eno-gastronomy
- Raise their awareness on the importance that companies give in the selection of their human resources both to the technical and professional skills
- Access to guidance materials for their effective participation to transnational WBL experience
- Get in contact with European companies of the sector in order to carry out local, regional, national or transnational WBL experiences in person or online

The project will impact on the participant COMPANIES managers and trainers, by involving them in the creation of the Video collection of training contents and in the development and testing of intellectual outputs 1 and 2.

The Companies will benefit by reinforcing their participation to the definition of VET training contents addressed to their future workforce, making sure that VET students get trained to be prepared to match their needs of human resources.

For VET-TEACHER, STUDENTS and COMPANIES not directly involved in the project the impact described above for the participants, will be mainstreamed and sustained on the long terms thanks to the high transferability potential of the results produced by the project.

Sustainability

The partnership is committed to maintain the project web site and its results available for at least 5 years after the end of the EU funding period.

The project's strategy to ensure that the project's results will remain available and used by others is based, first of all, on an active involvement of the target groups in the implementation of the project activities. This will make sure that the project results will respond to the needs and expectations of its beneficiaries.

Finally, the project results will be inserted into the training offer of the project partners. Indeed the project partners will include the deliverables produced among the services they provide to their target groups.