

I-NEW - New Job Opportunities for Inactive Women in Tourism Sector

What is going on?

Tourism represents approximately 10% of the world economy in general and is a very important economic, social and environmental phenomenon of this time. Tourism is among the largest employers in most countries and also a fast-lane vehicle into the workforce for young people and women. The rate of employment of women in tourism sector is around 46%, highlighting the importance of the sector in female employment. There are a lot of inactive women who are neither in work nor seeking employment because of family responsibilities (housewives, women after maternity and parental leave, women looking after children and incapacitated adults, middle aged women), who have got obstacles to find a job and re-enter back into labour market. They have natural "talent" combined with experience. But, even if they are well experienced, they are still among the most disadvantaged groups of unemployed people as it is not that simple for them to re-enter into working life. The good thing is that tourist sector is starving for such a naturally soft skilled workforce and this can be a mutually beneficial solution if these women can be employed in tourist sector. Knowing these facts, the project **I-NEW -New Job Opportunities for Inactive Women in Tourism Sector** has been developed.

Main aim of the I-NEW project

The concrete aim of this project is to encourage, motivate, train; and provide capacities, knowledge and skills to inactive women from different partner countries, to start a promising future in the tourism field by being employed in the local tourism sector and be good examples of the theme.

Who can profit from I-NEW?

There are many groups who will benefit from I-NEW project. The Primary target group is inactive women, who have natural "talent" combined with experience but have problems to re-enter into working life because of several family responsibilities (housewives, women after maternity and parental leave, women looking after children and incapacitated adults, middle aged women). The secondary target group of the project consists of employers/enterprises in tourism sector, who are starving for such a naturally soft skilled workforce like inactive women.

Results

The main functional aim of I-NEW is the development of 7 e-learning modules with innovative and useful movies/demonstrations with either subtitles or dubbing and text to read (Receptionist, Waitress, Guest Relations Officer, Hotel Staff Manager, English language Course, Soft Skills, WEB 2.0 Skills). Portal with a friendly user interface and social media tools will be created and learning contents and materials will be available at the portal in the following languages: EN, SK, TR, DE, IT.

Milestones of the project

- Kick off meeting and designing the road plan,
- Need analysis of inactive women and current status and job analysis in tourism sector in partner's countries,
- Preparation of the training methodology handbook which will be base for development of the training module contents in coordination with ECVET rules,

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- Design and development of Web portal and e-learning platform,
- Training content development and adaptation,
- Portal and contents translation,
- Pilot testing of the e-training courses, Feedback and Evaluation of the results,
- Valorisation: Dissemination and Exploitation.

Where we are in completing the process?

The first and second milestones are already completed and the next step is to prepare the training methodology handbook which will be the base for development of the training module contents in coordination with ECVET rules; and then of course we will continue to proceed with the other milestones.

Partnership

Country	Name of partner institution	website
SLOVAKIA	COOP	www.vic.sk
AUSTRIA	miraconsult e.U.	www.miraconsult.at
ITALY	MERCURY	www.turistica.it
TURKEY	POINT	www.pnt-grp.com
TURKEY	TAKIDD	www.takidd.org

General information

1. Project duration: October 2012- September 2014 and Project website www.inew-eu.net
2. Being a part of the European Commission's Lifelong Learning Programme (http://ec.europa.eu/education/lifelong-learning-programme/doc78_en.htm) funding many different types of activities of varying scales including 'mobility' initiatives enabling people to train in another country, co-operation projects to transfer or develop innovative practices, and networks focusing on topical themes in the sector; Leonardo da Vinci (http://ec.europa.eu/education/programmes/leonardo/leonardo_en.html) enables organisations in the vocational education sector to work with partners from across Europe; exchange best practices, and increase their staff's expertise. It should make vocational education more attractive to young people and by helping people to gain new skills, knowledge and qualifications, the programme also boosts the overall competitiveness of the European labour market.

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