Projects and Products Portal for Leonardo da Vinci

Turkish Delight, un programme de formation modulaire de l'UE pour les étudiants, (futurs) entrepreneurs et les employés dans le tourisme régional

2011-1-TR1-LEO05-28004

http://www.adam-europe.eu/adam/project/view.htm?prj=10194

Information sur le projet

Titre:	Turkish Delight, un programme de formation modulaire de l'UE pour les étudiants, (futurs) entrepreneurs et les employés dans le tourisme régional
Code Projet:	2011-1-TR1-LEO05-28004
Année:	2011
Type de Projet:	Projets de transfert d'innovation
Statut:	Accordé
Pays:	TR-Turquie
Accroche marketing:	Le projet permet les (futurs) entrepreneurs, les employés et les étudiants dans le tourisme régional à acquérir et utiliser des connaissances, des compétences et des qualifications nécessaires pour obtenir un emploi ou une entreprise dans le secteur du tourisme dynamique. Cette habilitation sera fait en développant un programme innovant de formation modulaire d'auto-apprentissage en anglais, turc, italien, letton, espagnol et néerlandais sur le tourisme régional. Les modules suivants seront établis au sein de ce projet: 1.Activities dans le tourisme rural 2.Tour en ballon 3.Guide touristique 4.Hospitalité 5.Tourisme thermal en Turquie 6.Un patrimoine commun - la cuisine méditerranéenne, de l'Espagne à la Turquie 7.Tapa's Le projet contribuera également à favoriser les possibilités de nouveaux entrepreneuriats dans le secteur du tourisme régional.
Résumé:	The Project empowers (future) entrepreneurs, employees and students in regional tourism in the acquisition and the use of knowledge, skills and qualifications needed to obtain a job or business in the dynamic tourism area. This empowerment will be done by developing a regional tourism modular innovative self-learning training program in English, Turkish, Italian, Latvian, Spanish and Dutch. It will be based on a “Need Analysis” and the EU LdV Project AMBER. The aim of this project is to create a self-training program that can serve as a basis for (future) employees and employers starting and running or working in a business in rural and regional tourism. The training programme will focus on the opportunities of rural & regional tourism for students, (older) employees threatened with unemployment & existing entrepreneurs and employees in tourism. It will include issues as customers’ attractions with complementary activities in rural and regional tourism, thermal tourism, balloon tour and a common heritage - Mediterranean cooking from Spain to Turkey. The most important rural and regional activities will be described giving the student especially VET students &/or (future) entrepreneur an idea how to start a company in that particular area. The training material will also be destined for self learning in the small to micro enterprises (SME) of the tourism-related service sector in rural & regional areas. The project will also contribute to encourage new entrepreneurship possibilities in the sector of Regional Tourism. Objectives are: 1. To improve the knowledge, skills & competencies of the potential & existing entrepreneurs in the sector of Regional Tourism. 2. To improve the quality of products & services in the SME tourism sector through improvement of skills & competencies related to the future needs of the labor market 3. To develop new tourist products & services in the sector of Regional tourism, with purpose to create new services & attracting in this way more tourist to the areas of all involved partners (balloon tour, thermal tourism, A common heritage - Mediterranean cooking from Spain to Turkey) 4. To make especially women & older with unemployment threatened employees aware of new possibilities to obtain a job in tourism or to be a starting entrepreneur. 5. Contribute to trans cultural understanding in the Mediterranean, making each country's cultural heritage an ambassador through pinpointing common elements all

Information sur le projet

over the region.
6. To students especially VET students, introduce (future) employees & employers starting & running or working in a business in rural & regional tourism sector to the national & international (European) standards for regional tourism.

Description: The Project empowers (future) entrepreneurs, employees and students in regional tourism in the acquisition and the use of knowledge, skills and qualifications needed to obtain a job or business in the dynamic tourism area. This empowerment will be done by developing a regional tourism modular innovative self-learning training program in English, Turkish, Italian, Latvian, Spanish and Dutch. It will be based on a “Need Analysis” and the EU LdV Project AMBER.

The following modules will be prepared within this project:
1.Activities in Rural Tourism
2.Balloon Tour
3.Tour Guiding
4.Hospitality
5.Thermal Tourism in Turkey
6.A common heritage - Mediterranean cooking from Spain to Turkey
7.Tapa’s

Skills and competence development of students and adults in the labor market will be provided by developing and adapting the modules in the Turkish Delights project. The modules will also raise the competence levels of groups at risk in regional areas. The modular program stimulates the creation of new jobs and new competencies. It contributes to the equality of men and women. After studying the modules learners are expected to be better skilled employees and employers in regional tourism. They will be aware of new regional tourism challenges and will learn how to start and continue the different kind of regional tourism activities.

Thèmes:
*** Marché du travail
*** Divers
** Formation tout au long de la vie
** Égalité des chances
* Étude interculturelle
* Orientation professionnelle

Sectors:
*** Hébergement et Restauration
*** Santé Humaine et Action Sociale
*** Enseignement
** Arts, Spectacles et Activités Récréatives

Types de Produit:
Site Internet
Matériel d'apprentissage
Programme/curriculum
Modules
CD-ROM

Information sur le produit: Learning materials, book, leaflet, websites, social media and partners' sources.

Page Web du projet: http://www.pau.edu.tr/turkishdelight/tr

Contractant du projet

Nom:	PAMUKKALE UNIVERSITY
Ville:	DENZL
Pays/Région:	Izmir
Pays:	TR-Turquie
Type d'organisation:	National Agency
Site Internet:	http://www.pau.edu.tr

Personne de contact

Nom:	Özgür Mülazmolu Ball
Adresse:	Pamukkale University, Knkl Campus
Ville:	DENZL
Pays:	TR-Turquie
Téléphone:	902582962851
Fax:	902582962941
E-mail:	omballi@pau.edu.tr
Site internet:	

Coordinateur

Nom:	PAMUKKALE UNIVERSITY
Ville:	DENZL
Pays/Région:	Izmir
Pays:	TR-Turquie
Type d'organisation:	National Agency
Site Internet:	http://www.pau.edu.tr

Personne de contact

Nom:	Özgür Mülazmolu Ball
Adresse:	Pamukkale University, Knkl Campus
Ville:	DENZL
Pays:	TR-Turquie
Téléphone:	902582962851
Fax:	902582962941
E-mail:	omballi@pau.edu.tr
Site internet:	

Partenaire

Partner 1

Nom: Prodec Consultores, s.l.
Ville: Almeria
Pays/Région: Andalucia
Pays: ES-Espagne
Type d'organisation: Autres
Site Internet:

Partner 2

Nom: SIA Biznesa augstskola Turiba
Ville: Riga
Pays/Région: Latvija
Pays: LV-Lettonie
Type d'organisation: Autres
Site Internet: http://www.turiba.lv/

Partner 3

Nom: Project Consultatie en Training Groep B.V.
Ville: Scherpenzeel
Pays/Région: Gelderland
Pays: NL-Pays-Bas
Type d'organisation: Autres
Site Internet: http://www.pct-holland.nl

Partner 4

Nom: Euridea
Ville: Florence
Pays/Région: Toscana
Pays: IT-Italie
Type d'organisation: Autres
Site Internet: http://www.euridea.com

Partenaire

Partner 5

Nom:	Alaiye Hotel
Ville:	ANTALYA
Pays/Région:	Antalya
Pays:	TR-Turquie
Type d'organisation:	Autres
Site Internet:	http://www.alaiye.com.tr

Partner 6

Nom:	EUROGITES-FEDERATION EUROPENNE DE TOURISME RURAL
Ville:	Strasbourg
Pays/Région:	Alsace
Pays:	FR-France
Type d'organisation:	National Agency
Site Internet:	http://www.eurogites.org

Partner 7

Nom:	Anemon Hotel
Ville:	DENZL
Pays/Région:	Izmir
Pays:	TR-Turquie
Type d'organisation:	Autres
Site Internet:	http://www.anemonhotels.com

Événements

Turkish Delights Final Conference

Date	05.12.2013
Description	
Cible	
Public	Événement public
Informations de contact	
Date et lieu	