

## Promoting Core VET skills and competences for unskilled and semi-skilled employees in the tourism sector

2012-1-HR1-LEO05-01700

<http://www.adam-europe.eu/adam/project/view.htm?prj=9756>

## Project Information

Title: Promoting Core VET skills and competences for unskilled and semi-skilled employees in the tourism sector

Project Number: 2012-1-HR1-LEO05-01700

Year: 2012

Project Type: Transfer of Innovation

Status: granted

Country: HR-Croatia

Marketing Text: The aim of the project was to provide VET possibilities and better employment outcomes in tourism for unemployed people and underperforming employees with limited qualifications, by improving their skills and competences in three occupational areas: reception and front office, housekeeping, and bar and restaurant. A training tool targeting the core skills and competences needed in the three occupational areas was produced including teaching and learning material and a user friendly e-learning platform. The project involved eight partners from education, training and consulting sectors established in 5 LPP countries. In order to ensure maximum impact and sustainability of the project outputs, exploitation was focused on, both, mainstreaming and exploitation, through engaging relevant industry stakeholders and decision makers for integration into policy and practice, as well as encouraging end users to further use the training courses of the project.

Summary: The CORE-VET project provided and reinforced vocational education and training possibilities and better employment outcomes for unskilled and/or semi-skilled people who are either unemployed but wish to enter the tourism industry or they are already working in the tourism industry but lack the necessary skills and competences in order to advance in their job. Specifically, CORE-VET targeted the identified deficiencies in three occupational fields that are represented widely in the tourism sector:

1. Reception and Front office services
2. House Keeping Services
3. Restaurant and Bar Services

CORE-VET built upon the highly successful, former LdV project "Basic skills for Work" ([www.basic-skills-for-work.org](http://www.basic-skills-for-work.org)) and adapted, localized, transferred and valorized the guidelines and training materials for the tourism and leisure sector to the specific needs of the targeted occupations and of unskilled and semi-skilled workers in the region of South East Europe, focusing especially in the countries involved in this project (HR, CY, RO, AT and EL). Furthermore, the project provided an enhanced and optimized training tool targeting the core skills and competences for each of the above mentioned occupational sectors which was made accessible through an interactive and user friendly e-learning platform and made available on-line.

The project work plan included a detailed needs analysis, including a survey in order to identify the key needs for unskilled and semi-skilled workers, the identification, analysis and adaptation of transferable content from the former LdV project, as well as the development and piloting of the complete training tool (teaching and learning material plus the e-learning platform). The main outputs produced was a highly specific training tool targeting the core skills and competences needed in the three identified occupations, translated in four languages (EN, RO, EL, HR) a corresponding trainer's/learner's guide, and a user-friendly e-learning platform enhanced with visual aids to maximize the learning benefits of the trainees and help overcome any existing language barriers.

An exploitation strategy is implemented and advocacy work is targeted at policy makers and other stakeholders through focus group meetings and round table discussions in order to raise awareness and ensure maximum sustainability and mainstreaming of the project outcomes, after the project end, both through volunteer action and possible commercialization.

## Project Information

The consortium has been specifically set up for the purpose of the project and provides all the necessary skills for the implementation of the work plan. It includes 8 actors, representing the Education, Training and Consulting sectors, established in 5 LLP countries. Each partner is an expert in its own area and brings complementary skill sets to the project. All tasks have been divided among partners in accordance with their expertise, while trying to ensure a balance in terms of work load.

**Description:** Tourism and Hospitality are important generators of economic growth, employment, and socioeconomic integration in Europe. In 2010, for example, more than nine million persons were employed in the tourism industry, which equals to over four percent of all persons employed. Through the growth of globalization, a wide variety of career opportunities have emerged in this sector, most notably for the socio-demographic group of persons who have completed lower secondary education. However, since European tourism is largely a small and medium-sized tourism industry, often employers lack proper training programs necessary for the advancement of the skills and competences of their employees. What is more, pedagogical materials that target the vocational needs of low skilled employees and under-educated workers very rarely take into consideration their specific needs. Subsequently, existing training courses do not enable this specific risk group to develop entry-level skills required for successful labor market integration and development.

CORE-VET aimed to facilitate the process of adapting a training module to the necessary basic skills in the tourism and hospitality sector which is targeted directly at the risk-group of low-skilled employees and workers. The project promoted the recognition of smaller segments of learning and as such it could be a powerful motivator for underemployed who are oftentimes neglected in the VET systems.

Its specific, interlinked objectives were to:

- Enhance the work performance of low skilled workers and improve their employability.

- Offer a flexible, interactive and user friendly e-learning platform to unskilled workers; thus, enabling them to improve their skills and take advantage of opportunities to improve their position in the labor market.

- Provide SMES employers in the tourism sector, which may lack the proper training schemes, with a flexible and easy to use training tool in order to enhance the skills and competences and potentially the productivity and performance of their staff.

- Provide VET trainers with adequate innovative tools and resources – in terms of methodology – to address the needs of semiskilled and low-skilled workers and employees.

**Themes:** \*\* Labor market

- \* Intercultural learning
- \* Lifelong learning
- \* Open and distance learning
- \* Vocational guidance
- \* Access for disadvantaged
- \* Equal opportunities

**Sectors:** \* Education

**Product Types:** CD-ROM  
 evaluation methods  
 teaching material  
 material for open learning  
 open and distance learning  
 website

**Product information:** CORE-VET has produced an innovative training tool accessible through an interactive e-learning platform providing a flexible, user friendly and self-development environment for the learners focusing especially on the context of their professional activity. Videos, animations and various visual aids were the e-learning platform's basic characteristics aiming to facilitate the training process.



## Project Information

Projecthomepage: [www.corevet.eu](http://www.corevet.eu)

## Project Contractor

Name: Institute for Tourism, Zagreb  
City: Zagreb  
Country/Region: Sredisnja Hrvatska  
Country: HR-Croatia  
Organization Type: research institution  
Homepage: <http://www.iztztg.hr>

## Contact Person

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Homepage:

## Coordinator

Name: Militos  
City: Athens  
Country/Region: Attiki  
Country: EL-Greece  
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)  
Homepage: <http://www.militos.org>

## Contact Person

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Homepage:

## Partner

### Partner 1

Name: MLTOS EMERGNG TECHNOLOGES & SERVCES (FILIPPOS KARAMANLIS & SIA EE)  
City: Athens  
Country/Region: Attiki  
Country: EL-Greece  
Organization Type: others  
Homepage: <http://www.militos.org>

### Partner 2

Name: ZAGREB SCHOOL FOR HOTEL AND TOURISM  
City: ZAGREB  
Country/Region: Sredisnja Hrvatska  
Country: HR-Croatia  
Organization Type: continuing training institution  
Homepage: <http://www.hts-zagreb.hr>

### Partner 3

Name: STEJAR CENTER OF RESEARCH, DEVELOPMENT & EXCELLENCE  
City: Bucharest  
Country/Region: Bucuresti  
Country: RO-Romania  
Organization Type: others  
Homepage: <http://www.stejar.eu>

### Partner 4

Name: RNDO Limited  
City: Nicosia  
Country/Region: Kypros / Kibris  
Country: CY-Cyprus  
Organization Type: others  
Homepage: <http://www.rndo.eu>

## Partner

### Partner 5

Name: BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH  
City: Vienna  
Country/Region: Vienna  
Country: AT-Austria  
Organization Type: others  
Homepage: <http://www.best.at>

### Partner 6

Name: HELLENIC AMERICAN UNION  
City: Athens  
Country/Region: Attiki  
Country: EL-Greece  
Organization Type: others  
Homepage: <http://www.hau.gr>

### Partner 7

Name: Educational Excellence Corporation Ltd.(Intercollege)  
City: Nicosia  
Country/Region: Kypros / Kibris  
Country: CY-Cyprus  
Organization Type: others  
Homepage: <http://www.intercollege.ac.cy>

## Project Files

### CORE-VET Conference Invitation EN.pdf

<http://www.adam-europe.eu/prj/9756/prj/CORE-VET%20Conference%20Invitation%20EN.pdf>

Conference invitation and agenda

### Corevet Info Pack EL.pdf

<http://www.adam-europe.eu/prj/9756/prj/Corevet%20%20Info%20Pack%20EL.pdf>

### Corevet Info Pack EN.pdf

<http://www.adam-europe.eu/prj/9756/prj/Corevet%20Info%20Pack%20EN.pdf>

### Core-VET logo.png

<http://www.adam-europe.eu/prj/9756/prj/Core-VET%20logo.png>

The project's logo is the best way to draw attention, build interest and promote instant public recognition allowing stakeholders to immediately identify the project.

### CORE-VET\_PR2\_v2.pdf

[http://www.adam-europe.eu/prj/9756/prj/CORE-VET\\_PR2\\_v2.pdf](http://www.adam-europe.eu/prj/9756/prj/CORE-VET_PR2_v2.pdf)

2nd press release announcing the survey in the frame of WP3

### Core-VET\_Press\_Release\_EN\_f.pdf

[http://www.adam-europe.eu/prj/9756/prj/Core-VET\\_Press\\_Release\\_EN\\_f.pdf](http://www.adam-europe.eu/prj/9756/prj/Core-VET_Press_Release_EN_f.pdf)

1st press release announcing the project and informing about its goals, methods, progress and outputs

### Housekeeping Hanbook\_EL.pdf

[http://www.adam-europe.eu/prj/9756/prj/Housekeeping%20Hanbook\\_EL.pdf](http://www.adam-europe.eu/prj/9756/prj/Housekeeping%20Hanbook_EL.pdf)

The Housekeeping services training manual is the training handbook for the blended methodology, designed to improve the quality of the housekeeping services training. The Housekeeping training material has been designed to assist the training efforts to develop training programs together with the e-learning platform. The Housekeeping training material forms an important part of a formal CORE-VET training programme. It is designed in such a way to ensure that all training information on skills, processes, and other information necessary to perform tasks are included. The total amount of teaching hours and self-study for the course is approx. 12-15h.

### Leaflet\_COREVET\_32,46x26.pdf

[http://www.adam-europe.eu/prj/9756/prj/Leaflet\\_COREVET\\_32%2C46x26.pdf](http://www.adam-europe.eu/prj/9756/prj/Leaflet_COREVET_32%2C46x26.pdf)

Multilingual informative leaflet in all partner's language introducing the audience to the project in an attractive way, acknowledging the support from the European Commission.

### Poster\_COREVET\_ENG.jpg

[http://www.adam-europe.eu/prj/9756/prj/Poster\\_COREVET\\_ENG.jpg](http://www.adam-europe.eu/prj/9756/prj/Poster_COREVET_ENG.jpg)

A project poster designed to appear in events the consortium members participate in, introducing the audience to the project in an attractive way, acknowledging the support from the European Commission.

### R&B Handbook\_EN.pdf

[http://www.adam-europe.eu/prj/9756/prj/R%26B%20Handbook\\_EN.pdf](http://www.adam-europe.eu/prj/9756/prj/R%26B%20Handbook_EN.pdf)

The Restaurant & Bar services training manual is the training handbook for the blended methodology, designed to improve the quality of the Restaurant & Bar services training. The Restaurant & Bar training material has been designed to assist the training efforts to develop training programs together with the e-learning platform. The Restaurant & Bar training material forms an important part of a formal CORE-VET training programme. It is designed in such a way to ensure that all training information on skills, processes, and other information necessary to perform tasks are included. The total amount of teaching hours and self-study for the course is approx. 12-15h.

The Restaurant & Bar manual particularly useful as it serves as:

## Project Files

- an introduction to the housekeeping services prior to training
- an outline to be followed during training
- a reference to housekeeping services even after training
- a general reference document

### Reception-FO Handbook\_EN.pdf

[http://www.adam-europe.eu/prj/9756/prj/Reception-FO%20Handbook\\_EN.pdf](http://www.adam-europe.eu/prj/9756/prj/Reception-FO%20Handbook_EN.pdf)

The Reception & Front Office services training manual is the training handbook for the blended methodology, designed to improve the quality of the Reception & Front Office services training. The Reception & Front Office training material has been designed to assist the training efforts to develop training programs together with the e-learning platform. The Reception & Front Office training material forms an important part of a formal CORE-VET training programme. It is designed in such a way to ensure that all training information on skills, processes, and other information necessary to perform tasks are included. The total amount of teaching hours and self-study for the course is approx. 12-15h.

The Reception & Front Office manual particularly useful as it serves as:

- an introduction to the housekeeping services prior to training
- an outline to be followed during training
- a reference to housekeeping services even after training
- a general reference document

## Products

- 1 COREVET Web Page
- 2 Corevet Press release No1
- 3 Corevet Press release No2
- 4 Corevet Leaflet
- 5 Corevet Poster
- 6 COREVET elearning platform

## Product 'COREVET Web Page'

Title: COREVET Web Page

Product Type: website

Marketing Text:

Description: The project's website is the most valuable dissemination tool, translated in all project languages informing about the project's idea, goals and objectives.

Target group:

Result:

Area of application:

Homepage: [www.corevet.eu](http://www.corevet.eu)

Product Languages: German  
Greek  
Croatian  
English  
Romanian

## Product 'Corevet Press release No1'

Title: Corevet Press release No1

Product Type:

Marketing Text:

Description: Press releas and regular updates announcing the project and informing about its goals, methods, progress and outputs.

Target group:

Result:

Area of application:

Homepage:

Product Languages: Greek  
German  
English  
Croatian  
Romanian

### product files

Core-VET\_1st Press\_Release\_DE.pdf

[http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET\\_1st%20Press\\_Release\\_DE.pdf](http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET_1st%20Press_Release_DE.pdf)

Core-VET\_1st Press\_Release\_EL.pdf

[http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET\\_1st%20Press\\_Release\\_EL.pdf](http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET_1st%20Press_Release_EL.pdf)

Core-VET\_1st Press\_Release\_EN.pdf

[http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET\\_1st%20Press\\_Release\\_EN.pdf](http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET_1st%20Press_Release_EN.pdf)

Core-VET\_1st Press\_Release\_HR.pdf

[http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET\\_1st%20Press\\_Release\\_HR.pdf](http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET_1st%20Press_Release_HR.pdf)

Core-VET\_1st Press\_Release\_RO.pdf

[http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET\\_1st%20Press\\_Release\\_RO.pdf](http://www.adam-europe.eu/prj/9756/prd/2/1/Core-VET_1st%20Press_Release_RO.pdf)

## Product 'Corevet Press release No2'

Title: Corevet Press release No2

Product Type: others

Marketing Text:

Description: Press releas announcing the survey that took place in the frame of WP3

Target group:

Result:

Area of application:

Homepage:

Product Languages: Croatian  
English  
Romanian  
German  
Greek

### product files

Core-VET\_2nd Press\_Release\_DE.pdf

[http://www.adam-europe.eu/prj/9756/prd/3/1/Core-VET\\_2nd%20Press\\_Release\\_DE.pdf](http://www.adam-europe.eu/prj/9756/prd/3/1/Core-VET_2nd%20Press_Release_DE.pdf)

Core-VET\_2nd Press\_Release\_EL.pdf

[http://www.adam-europe.eu/prj/9756/prd/3/1/Core-VET\\_2nd%20Press\\_Release\\_EL.pdf](http://www.adam-europe.eu/prj/9756/prd/3/1/Core-VET_2nd%20Press_Release_EL.pdf)

CORE-VET\_2nd Press\_Release HR.pdf

[http://www.adam-europe.eu/prj/9756/prd/3/1/CORE-VET\\_2nd%20Press\\_Release%20HR.pdf](http://www.adam-europe.eu/prj/9756/prd/3/1/CORE-VET_2nd%20Press_Release%20HR.pdf)

Core-VET\_2nd Press\_Release\_RO.pdf

[http://www.adam-europe.eu/prj/9756/prd/3/1/Core-VET\\_2nd%20Press\\_Release\\_RO.pdf](http://www.adam-europe.eu/prj/9756/prd/3/1/Core-VET_2nd%20Press_Release_RO.pdf)

Core-VET\_2st Press\_Release\_EN.pdf

[http://www.adam-europe.eu/prj/9756/prd/3/1/Core-VET\\_2st%20Press\\_Release\\_EN.pdf](http://www.adam-europe.eu/prj/9756/prd/3/1/Core-VET_2st%20Press_Release_EN.pdf)

## Product 'Corevet Leaflet'

Title: Corevet Leaflet

Product Type: others

Marketing Text:

Description: Multilingual informative leaflet in all partner's language introducing the audience to the project in an attractive way, acknowledging the support from the European Commission.

Target group:

Result:

Area of application:

Homepage:

Product Languages: Romanian

### product files

Corevet\_leaflet.pdf

[http://www.adam-europe.eu/prj/9756/prd/4/1/Corevet\\_leaflet.pdf](http://www.adam-europe.eu/prj/9756/prd/4/1/Corevet_leaflet.pdf)

## Product 'Corevet Poster'

Title: Corevet Poster

Product Type: others

Marketing Text:

Description: A project poster designed to appear in events the consortium members participate in, introducing the audience to the project in an attractive way, acknowledging the support from the European Commission.

Target group:

Result:

Area of application:

Homepage:

Product Languages: Croatian  
Greek  
Romanian  
English  
German

### product files

Poster\_COREVET\_AT.jpg

[http://www.adam-europe.eu/prj/9756/prd/5/1/Poster\\_COREVET\\_AT.jpg](http://www.adam-europe.eu/prj/9756/prd/5/1/Poster_COREVET_AT.jpg)

Poster\_COREVET\_EL.jpg

[http://www.adam-europe.eu/prj/9756/prd/5/1/Poster\\_COREVET\\_EL.jpg](http://www.adam-europe.eu/prj/9756/prd/5/1/Poster_COREVET_EL.jpg)

Poster\_COREVET\_ENG.jpg

[http://www.adam-europe.eu/prj/9756/prd/5/1/Poster\\_COREVET\\_ENG.jpg](http://www.adam-europe.eu/prj/9756/prd/5/1/Poster_COREVET_ENG.jpg)

Poster\_COREVET\_HR.jpg

[http://www.adam-europe.eu/prj/9756/prd/5/1/Poster\\_COREVET\\_HR.jpg](http://www.adam-europe.eu/prj/9756/prd/5/1/Poster_COREVET_HR.jpg)

Poster\_COREVET\_RO.jpg

[http://www.adam-europe.eu/prj/9756/prd/5/1/Poster\\_COREVET\\_RO.jpg](http://www.adam-europe.eu/prj/9756/prd/5/1/Poster_COREVET_RO.jpg)

## Product 'COREVET elearning platform'

Title: COREVET elearning platform

Product Type:

Marketing Text: e-learning platform (moodle) is the transition of the CORE-VET training material and approach into a e-learning environment targeted for learning, facilitating the process of learning.

Description: e-learning platform (moodle) is the transition of the CORE-VET training material and approach into a e-learning environment targeted for learning, facilitating the process of learning.

Target group:

Result: Platform

Area of application:

Homepage: <http://e-learning.hr.corevet.eu/>; <http://e-learning.gr.corevet.eu/>; <http://e-learning.en.corevet.eu/>

Product Languages: English  
Greek  
Croatian