

tourism 4 careers

Dear readers,

Welcome to our first newsletter of the T4C project. By sending out a bi-annual newsletter, we would like to keep you up to date regarding the activities, results and progress.

WHAT IS T4C?

Tourism 4 Careers (T4C) is a European cooperation project that aims to promote educational and career opportunities within the Hospitality and Tourism sector for secondary school students and VET students.



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**Tourism
4Careers**

WHY?

Tourism is one of the world's largest and fastest growing sectors. In the EU, tourism contributes 10% to GDP and creates jobs for 26 million people which is 9% of total employment in the European Union. The downside of this rapidly growing industry is that the tourism labour market is suffering from evident weaknesses including staff shortage and key skills gaps. To tackle this, the T4C project wants to promote the industry and the fast number of careers and opportunities available.

HOW?

The partnership will develop the following two interactive and educational online units (e-learning resources):

- Introduction to Tourism
- Careers in Hospitality and Tourism

A prototype of the two e-learning resources (<http://tourisminsight.ie/>) has been developed by the Institute of Technology Tralee and hospitality partners in Ireland including the Irish Hospitality Institute, Failte Ireland, the Irish Hotels Federation as well as other national associations and hotels. The units provide valuable tourism insights to secondary schools students, VET students and other learners, informing them of career options within the tourism industry.

WHO IS INVOLVED?

- Institute of Technology Tralee (Ireland, coordinator)
- Irish Hospitality Institute (Ireland)
- University of Plovdiv Paisii Hilendarski (Bulgaria)
- Srednja sola za gostinstvo in turizem Celje (Slovenia)
- Istituto d'Istruzione Superiore di Ceccano (Italy)
- Stichting Business Development Friesland (The Netherlands)
- Mardin Artuklu Halk Egitim Merkezi ve Aksam Sanat Okulu (Turkey)
- Klaipėdos Turizmo Mokykla (Lithuania)
- Danmar Computers LLC (Poland)
- Vysoká škola regionálního rozvoje a Bankovní institut - AMBIS, a.s. (Czech Republic)

For more information about T4C and its partners, visit:



<https://www.facebook.com/T4Cproject/>



<https://t4c.erasmus.site>



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WE WENT EXPLORING!

The first step in the project was to explore how entrepreneurs, employees, teachers and experts involved in hospitality and tourism experience the sector. Therefore all partners carried out a needs analysis in the form of a survey. The results gathered across the different countries and cultures, often surprisingly, corresponded. Here follows a quick overview of the main results:

- Hospitality and tourism is considered as a very important sector in all partner countries. This is because a lot of people owe their income to it.
 - The motivation for most young people who consider a career in hospitality and tourism is meeting new and interesting people. It is also often assumed that a career in this sector offers the opportunity to travel a lot.
 - Getting in touch with new cultures is also seen as a positive aspect. The most negative aspects of pursuing a career in hospitality and tourism are working in weekends and on holidays and the salary which is most of the time not very satisfying.
 - Communication and languages are considered as essential skills when working in the hospitality and tourism industry.
- All results will be available for download from our website soon.

MAKING PROGRESS

The kick-off for the T4C project took place in the city of Leeuwarden at the beautiful premises of the Dutch partner Business Development Friesland on the 12th and 13th of November 2018. This first meeting brought together the partners in an effort to discuss and clarify the project purpose and aims, agree the operating procedures, confirm the role of each partner and agree all actions that will ensure the success of the project. Partners outlined immediate actions, drafted a detailed planning for the next six months and were given the opportunity to discuss the prototype units for the first time.



Recently partners met for the second time in Lithuania. This time the Klaipeda Tourism School was the main stage of our meeting where students prepared a wonderful lunch for the partnership. The main purpose of this meeting was to agree on the content of the units so that partners can start adapting, localising and translating the content in the coming months. This is very important for the success of the project because the tourism sector in each country differs in terms of trends, figures, facts, best practices, jobs, people, and so on. After the two-day meeting there was some time left to discover the beautiful sights that Klaipeda has to offer.



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