



I-NEW

**New Job Opportunities
for Inactive Women
in Tourism Sector**

2012-1-SK1-LEO05-04198

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Lifelong
Learning
Programme





Short introduction

Why I have been invited to I-NEW



- Monika HIRSCHMUGL-FUCHS
 - Master of Business Administration, registered Mediator
 - Certified Quality, Environmental and Risk Manager, CSR Manager
 - Grown up in Tourism region and parental Bed and Breakfast
 - 10 seasons of Tourism experience in Austria, Germany and Switzerland
 - 6 years management of social enterprise with responsibility of vocational education of employees
 - 3 years freelancing language trainer (German for Economists) in AT, SK, SI, CZ, BG
 - Partner in different FP7 and Horizon 2020 projects (D.M.A.T. Consulting KG)
 - Head of local business association on honourable basis
- miraconsult e.U.; sole enterprise founded in 1999 (www.miraconsult.at)
 - Sustainable and fair business development for all
- Invited by-NEW Coordinator to present I-NEW at PESTO



I-NEW is Transfer of Innovation from TourEast



TourEast
Training of unemployed middle age women
for employability in tourism sector
LDV : TR/06/B/P/FP/178125

Deutsch

English

int

Vzdělávací institut, COOP a.s.
Mojmírovce

I-NEW

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Idea of TourEast



- www.tour-east.net

the idea of the project TourEast

*was the collaboration of partners from regions where the tourist industry is more developed with partners from regions where this branch is on its way towards becoming one of the most important sectors with a big market potential

*and sharing of experience.



AIMS of TOUREAST



- www.tour-east.net

AIMS OF PROJECT

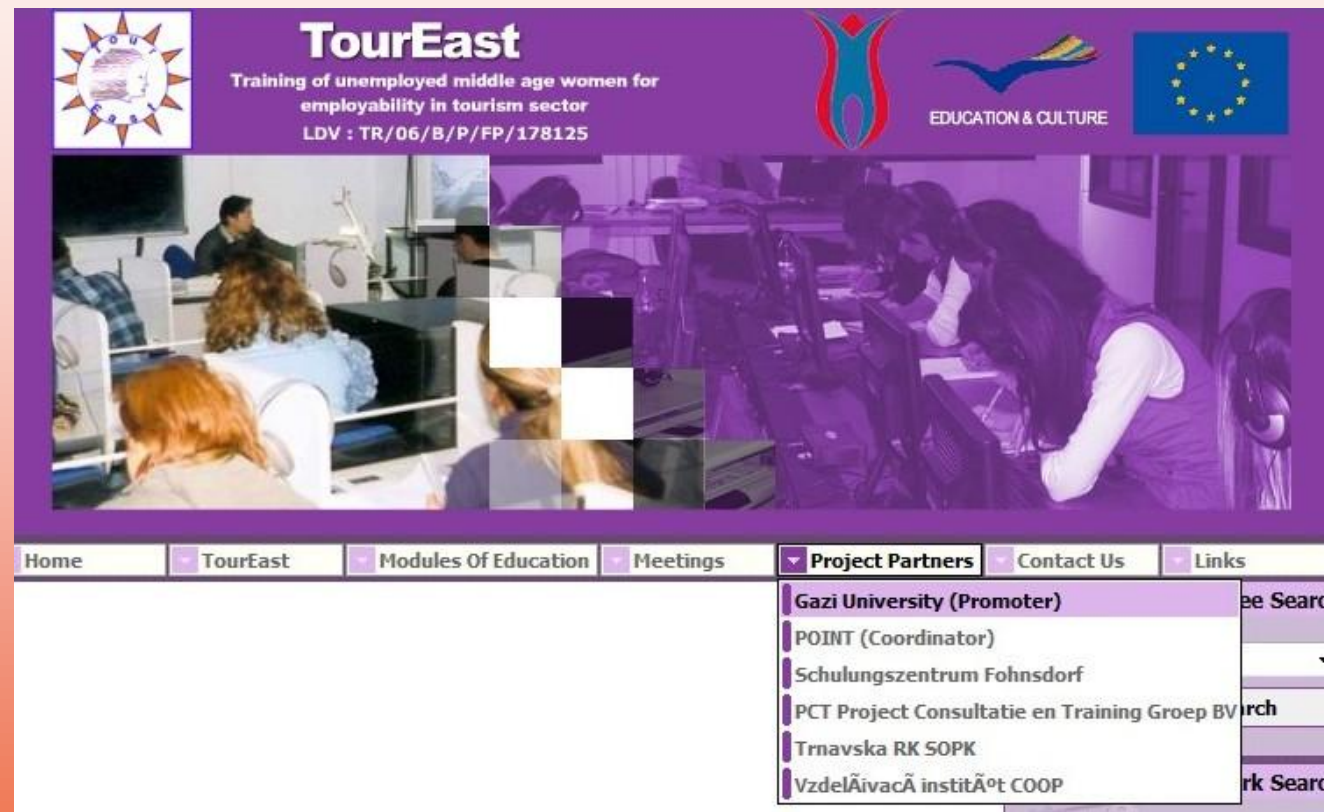
- 1.to improve and enhance the skills of middle-aged women for their successful professional career in the tourist sector
- 2.development of a course by means of a gender oriented methodology, including e-learning for the individual learning adapted for this specific target group



TOUREAST - WHEN and WHO



- www.tour-east.net
- **TIME DURATION OF PROJECT:**
1.10.2006 - 1.10.2008
- **The main target groups:**
lower qualified middle-aged women,
unemployed middle-aged women,
employed middle-aged women,
employers, experts, officials in the tourism.



TOUREAST - Modules



- www.tour-east.net



Basic English Basic IT Entrepreneur

SOFT SKILLS - CHAMBER MAID - COOKING - GUIDE

TOUREAST - the way ahead



- Additional to the promised dissemination activities, workshops for multiple and interdisciplinary stakeholder have been organised.
- Schulungszentrum Fohnsdorf uses one module developed by them during the project. They did not test or use the online –tool.
- PCT (NL) does not use the project output, but welcomes that the project results are going to be revised, as foreseen.
- **POINT and COOP are still using the projects results for courses and have started Transfer of Innovation to I-NEW project in cooperation with three new partner.**
- Other partners and promotor did not respond to our questions



I-NEW consortium



<http://www.vic.sk>

www.miraconsult.at

www.takidd.org

www.turistica.it

www.pnt-grp.com



I-NEW – The Innovation



- New target group
- New project goals
- Based on Need analysis and review of TourEast
- New and improved modules
- Concentration on ECVET
- Improved E-Learning and IT
- Dissemination activities
- The way ahead



The I-NEW target group the social pillar of sustainability



- 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 into labour market.



©-Weitzer-Hotels

The I-NEW project goals



- the main project objective is
 - to encourage/motivate/train and provide capacities, knowledge and skills of inactive women from different partner countries
 - to start a promising future by being employed in the local tourism
 - to be good examples of the theme.



To achieve this ambitious goal, there will be transferred innovative products of the project “Tour-East: Training of unemployed middle-aged women for employability in the sector of tourism.”

How we did TourEast review



- Part of WP2 (miraconsult)
 - Studying webpage
 - Testing learning material
 - Asking TourEast consortium
 - No answer from promotor, coordinator and 2nd Slovak partner
 - Detailed answer from COOP
 - No possibility to study reports
- Giving feedback and hints for improvement, e.g. no Google translation, using E-learning tools like Moodle, presenting content more reader and printer friendly
- Feed back leads to additional workload – translation of modules



Development of Need Analysis

- Part of WP2 (miraconsult)
 - development of research and survey design in cooperation (all partners)
 - Desk study in all countries
 - Conducting two surveys (employer (10), employees (30)) SK, TK, IT and AT
 - Collecting results and developing Need Analysis (miraconsult)

- Difficulties:
 - Small sample (target group)
 - Collected data not comparable
 - 2 partner used agreed method
 - No



The I-NEW ECVET handbook



- Part of WP3 (mercury)
 - Presentation of ECVET to partners
 - Discussion of how to develop modules considering ECVET
 - Development of Handbook
- Difficulties:
 - Not all partners are interested to adapt their learning content to the ECVET rules
 - Handbook has been divided in 2 parts
 - Short ECVET introduction and description of modules
 - Guide to use the Learning platform

TRAINING METHODOLOGY HANDBOOK	
TABLE OF CONTENTS	
1. INTRODUCTION	2
Who are Inactive Women?	2
2. METHODOLOGY FOR ACHIEVING LEARNING OUTCOMES	4
A. LEARNING OUTCOMES (LOS)	4
B. PROPOSED EUROPEAN QUALIFICATION FRAMEWORK LEVEL	4
3. I-NEW TRAINING COURSE	6
a) Soft Skills	6
b) Web 2.0 Skills	6
c) English Language in Tourism	7
d) Hotel Staff Manager	7
e) Guest relation Officer	7
f) Receptionist	8
g) Waitress	8
4. START USING I-NEW E-LEARNING TRAINING PLATFORM NOW!	9
A. INTRODUCTION TO I-NEW E-LEARNING ENVIRONMENT	9

The I-NEW E-Learning modules



e-Training Course



I-NEW offers you seven e-Training Modules for supporting your future career in Tourism field, in hotels. First three Modules are targeting to enhance your basic skills for further employment in below four disciplines.

Basic Skills e-Training Course is made out of following Modules

Soft Skills
WEB 2.0
English Language in Turizm

Career e-Training Course is made out of following Modules

Hotel staff manager
Guest relation officer
Receptionist
Waitress

Challenges we faced during module development



- Unforeseen workload
 - Development of a whole module was not contracted
 - Translation of modules was not contracted
 - Development of Video was not contracted
 - Time resources did not foresee additional workload
 - Budget allocation did not foresee additional workload



Challenges we faced during module development



- Kind of cooperation and communication
 - Every partner worked alone without exchange of experience and information
 - No possibility to discuss cultural/professional/gender differences, weak points or mistakes
 - Already done work is thrown back or developed new without feedback but by reducing budget
 - Proposed improvements are answered with personal abuse
- Content development
 - Marketing, environmental and accessibility issues have been refused, as well as proposes to provide additional free learning content from web. This was very hard to accept for miraconsult

I-NEW E-Learning platform chances & challenges



- Design and usability of the platform
 - Design of the platform has improved a lot since TourEast
 - Readability of the texts has increased
 - Translation (done by partners) makes texts and modules understandable
- Cultural awareness and job reality
 - Texts are translated as written without being aware of cultural differences
 - Perception of Women and employees is not accepted in all partner countries in the same way
- Technical issues
 - Planned Moodle platform has not been developed
 - Readability is weak and printability seems to be designed to be weak
- BUT: This may be a subjective view, because **testing is still open**;
results are open

The dissemination activities



- Workshops & meetings as well as face2face contact with target group
- Printed material: flyer /leaflet, Roll-Up by all partners
- Presentation on Website:
 - Mercury:
 - Newsletter: <http://www.turistica.it/news/article/new-job-opportunities-for-inactive-women-in-tourism-sector>
 - miraconsult:
 - Website: <http://miraconsult.at/consultneu/projekte-2/i-new-neue-arbeitschancen-im-tourismus-fur-inaktive-frauen/>
 - Newsletter/Blog: <http://miraconsult.at/consultneu/blog/2013/03/20/projekt-i-new-neue-beschaffungsmoglichkeiten-im-tourismus-fur-inaktive-frauen/>

Dissemination-Facebook



- Dissemination on Facebook:



Dissemination - Twitter



- Twitter:



Dissemination - Blog



- Blog:



The screenshot shows a web browser window with the URL miraconsult.at/consultneu/. The page has a blue header and a sidebar on the left with a menu titled "Seiten". The main content area displays two blog posts.

Seiten menu:

- Kontakt
- Projekte
 - CSR Projekte
 - EU Projekt I-NEW
 - Testen Sie die I-NEW E-Learning Module
- Unser Angebot
 - CSR – Verantwortung & Gesellschaft
 - Förderungen
 - Kommunikation
 - in der Lieferkette
 - Marketing & eBusiness
 - Menschen im Unternehmen
 - Tourismus
 - Umwelt
 - EcoFoodSTM – Umweltservices für die steirische Lebensmittelbranche
 - Umweltbildung
 - Umweltzeichen Tourismus
- Wer wir sind
 - Impressum
 - Team
- Wie wir arbeiten
 - Gedanken nach 13 Jahren
- Wissen, Informationen, Tipps,
 - Menschen begegnen
 - Richard Weixler – SOS Regenwald
 - Ulrike Dietschy – interkultureller

Blog Post 1: PESTO – bringt I-NEW auf den Prüfstand

Posted on 30. September 2014 by Monika Hirschmugl - Fuchs

pesto
Promotion and Networking of EU Projects Sustainable Tourism

PESTO Promotion and networking in the midst of sustainable tourism E.N.T.E.R (Europäisches Netzwerk für den Transfer und die Verwertung der Ergebnisse von EU Projekten) und Steiermark Tourismus laden am 2. und 3. Oktober zur Konferenz ins Hotel Europa in Graz. Es geht um wichtige Themen rund um den nachhaltigen Tourismus. ... [Continue reading →](#)

Posted in Allgemein, Bildung, EU, I-New, Tourismus | Tagged Arbeit, Erwachsenenbildung, EU, I-NEW, Lebenslanges Lernen, PESTO, sustainable Tourism, Tourismus, Transfer of Innovation | [Leave a comment](#)

Blog Post 2: Testerinnen gesucht – Tourismuswissen für kurze Zeit frei Haus

Posted on 10. September 2014 by Monika Hirschmugl - Fuchs

I-NEW
New job opportunities for inactive women in tourism sector

Im EU-Projekt I-NEW wurden Lerninhalte entwickelt, die inaktiven Frauen aus vier Ländern dabei helfen sollen eine Arbeitsstelle im lokalen Tourismus zu finden. Inaktive Frauen sind definiert als Frauen, die keine Arbeit haben und auch nicht konkret suchen, da sie (hauptsächlich) durch Pflege- und Betreuungsdienste an die Familie gebunden sind. Frauen ... [Continue reading →](#)

Posted in Allgemein, Angebote, Bildung, EU, Tourismus | Tagged Arbeit, Betreuungspflichten, Bildung, Englisch im Tourismus, EU, Frauen, Gästebetreuerin, Hotelpersonalmanager, IT-Web 2.0, Kellnerin, Lebenslanges Lernen, MitarbeiterInnen, Nutzen, Rezeption, Soft Skills, Tourismus, Unternehmen | [Leave a comment](#)

Wenn nichts mehr geht – fahr Marathon



The way ahead



- According to the LdV program all licence rights are at coordinator and, as we have been informed at coordinator of innovated project.
 - How modules will be offered after the end of the project will be disseminated later
 - Information has been requested
- Miraconsult is going to offer “English Language” module and video, which have not been accepted, for free on our website
- Sarah, our trainee will start her research work (Global Studies) on searching about impact indicators and gender and culture dominated conflicts



Thank you for your attention.