



Co-funded by the
Erasmus+ Programme
of the European Union

3rd Newsletter



Project Title: VET2Business

Project Nr: 585211-EPP-1-2017-1-EL-EPPKA3-VET-APPREN

The project established a strong cross-regional partnership in Greece and Germany aiming to tackle the students' identified skills gaps in the Tourism Sector by creating two innovative VET curricula in Hospitality & Catering and by building a strong network with SMEs, while responding to their demands through the implementation of work based learning (WBL).

Lead partner



Partnership



Activities

INSTITUTE OF VOCATIONAL TRAINING, AKMI SA, COORDINATED THE 3RD VET2BUSINESS PROJECT MEETING IN THESSALONIKI



Institute of Vocational Training, AKMI SA (<https://iek-akmi.edu.gr/>) coordinated the 3rd **VET2Business Project Meeting** that was held on 8th-9th November 2018 in AKMI IEK - Vocational Training Institute (<https://iek-akmi.edu.gr/>) premises in Thessaloniki, Greece. During the meeting, the partners had the opportunity to discuss and analyze the project progress, the quality assurance and the improvement of deliverables. Special emphasis was given to the external and internal communication of the project and the need of an efficient management structure for the effective communication. Moreover, partners analyzed the current state of play in Work Package 2: "Design and Implementation of 2 Curricula" and the next steps in "Work Package 3: "Building effective cooperation structures between VET teachers and in-company trainers".

Other issues that have been raised included the financial management of the project, a brief presentation of the current state of play and the next reporting period.

RESULTS OF THE QUALITATIVE AND QUANTITATIVE RESEARCH

More than 600 professionals working or aspiring to work in the Hotels and Catering sectors have been targeted. The intention was to identify whether there are differences among the needs in skills and competences of employees in relation to the size and the type of organizations, while we are also interested in identifying this in relation to business sectors. In total we have received 490 responses.

There is a consensus between the interviewees in both countries that technological development has shaped a new model where **changes occur in a high-speed level**, while at the same time they observed a **differentiation of products/offering services**. The findings are linked to the development of the so called "**customer experience**": Tourism industry is thriving for more personalized experience with travelers requiring high-quality services and **alternative ideas that can offer them unique experiences**. Last but not least, both countries' interviewees agreed that there is an **increase in competition**: the emergence of new hotel business as a result of **higher consumer demand** that is being observed in both countries, has increased the competition and the need for high-quality products and services offered in the Hospitality Sector.



With regards to the "ideal profile" of an employee in the Sectors, we can identify the below: Firstly, there is a consensus in both countries that the main core of skills set should be focused in the development of the "soft skills" related to:

- a) "communication skills"
- b) "digital skills"
- c) "intercultural skills"

Activities

PRESENTATION AT THE PHILOXENIA

Furthermore, during the period of 9th - 11th November AKMI took part in the Philoxenia Exhibition (<https://philoxenia.helexpo.gr/en>), promoting the **VET2Business Project**. Philoxenia is one of the most significant and longest - running tourism exhibitions for the Greek and Southeastern Tourism Industry and the absolute destination in Greece for all international operators of the tourism sector



FIRST RESULTS REALIZED

The VET2Business project realized the first 2 deliverables which can be downloaded from the project website.

- ◆ [Report on Qualitative and Quantitative Analysis](#)
- ◆ [Collection of current VET Curricula in the Tourism Sector](#)

Next Steps

After evaluating the online questionnaire the next steps will be the preparation of the two updated Curricula in the Hotel & Catering Sector. The first will be about "Digital Skills in the Hotel and Catering Sector" and the second will be about "Intercultural Competences in the Hotel and Catering Sector". After the development of the two new curricula an e-portfolio on apprenticeships will be prepared by the project consortium. Additionally there will be a pilot testing in both countries.

NEXT PARTNER MEETING IN COTTBUS (GERMANY)

The next project meeting will take place in Cottbus during **28.03. - 29.03.2019** with the following topics: information on the project management, implementation of the 2 new curricula, presentation of the e-portfolio and online apprenticeships monitoring and exchange platform, financial management as well as promotion of the project and dissemination activities.

“Please read more and get the latest updates about our Project in:”

www.vet2business.eu



Contact

AKMI S.A.

Anonymous Educational Organization

16, Kodrigktonos Str.

GR-11257 Athens/Greece

Ms Giorina Maratsi

email: gmaratsi@iek-akmi.edu.gr

www.iek-akmi.edu.gr

phone: +30 210 976 956 0