

TAD

The Ability Advisor

Improving the tourism for all market by VET

Newsletter No. 1

January 2018

1.1. TAD is a European project funded by the Erasmus plus programme. strategic partnerships for Vocational and Educational Training (VET).

1.2. 1ST TRANSNATIONAL PROJECT MEETING-Kick-off meeting

1.3. Date: 9-10 November, 2017

1.4. Venue: BTC conference centre, Espace Jacqmotte, Rue Haute 139, Brussels 1000

1.5. Host institution: European Network for Accessible Tourism ASBL

The 1st International and Kick-off meeting of the TAD project took place in Brussels on the 9 -10 November.

During the meeting a Project Steering Committee (PSC) was established and the partners agreed on project management documents and procedures regarding Internal Communication, Contingency, Dissemination, Evaluation and Activity Plans.



Photo: Some of the TAD Project Team Members at the Kick-Off Meeting in Brussels.

The project partners agreed on project quality development according to the recommendations of the Lithuanian National Agency for the ERASMUS+ Programme and on the specific tasks for each partner.



Photos from the Kick-off meeting in Brussels

TAD Project Summary

TAD is a project funded by the European Union Erasmus+ programme under Key Action 2: Cooperation for innovation and the exchange of good practices, (KA202 Strategic Partnerships for Vocational Education and Training), addressing accessible tourism.

The project aims to contribute to making Europe a truly accessible destination for all visitors by training professionals in the tourism and hospitality sector through a work-based learning approach, looking at the issue from a new point of view.

TAD will prepare, test and introduce the professional profile of an "Ability Advisor" whose mission and acquired knowledge and skills will help Small and Medium-sized Enterprises (SMEs) in the tourism field to develop their business and improve their services to the accessible tourism market. To enhance access to training and qualifications for all, the project output will be released as an Open Educational Resource and will be widely disseminated among VET providers and other stakeholders, both at local, national and European levels.

Objectives

Accessibility skills such as proper etiquette and understanding assistive methods and technology will be taught, as well as the strategic understanding of accessibility and Design for All, by working on accessibility assessments, inspections, consultations and audits, where external consultants help to analyse and inform managers how accessibility can be integrated in their existing businesses. Accessibility assessments and analysis are considered powerful training tools which induce businesses to become more aware of the strengths and weaknesses in their tourism offerings.

The TAD project will develop two major "Intellectual Outputs":

1. IO1 - the implementation of a SMEs' tourism services database at local and regional levels; a mapping of 30 SMEs operating in the sector aimed to evaluate how

accessibility can be integrated in their existing businesses and how the Ability Advisor can effectively operate within this category of companies; a detailed report on VET offer at local and regional level;

2. IO2 - development of a training course providing skills to VET learners or graduates aged 20 to 35 to start a self-employed activity as external consultants or be employed as internal service provider or consultant able to carry out accessibility assessments, inspections, consultations and audits to analyse and inform SMEs managers and owners how accessibility can be integrated in their businesses.

To ensure the high quality and relevance of the course contents, the training will actively involve people representing associations of and for people with disabilities and trainers with expertise in this field and will include a "Work Based Learning" (WBL) phase involving the above mentioned SMEs.

Results

Expected results include

- a database of SMEs tourism services at local and regional level;
- a mapping of 30 SMEs operating in the tourism sector at local and regional level
- a report on VET offers at local and regional level in the field of accessible tourism
- a course on accessibility tourism services for a new profile - the Ability Advisor
- a detailed accessibility map of the above mentioned SMEs as result of the course WBL phase
- a guide for trainers to the delivery of the course
- a platform on which the course will be available, after its testing phase, both for VET providers and people as an OER
- a Memorandum of Understanding between VET and business: a network of private and public actors to support the project continuation
- a short guide for the Multiplier Events management.

Through this approach, the project is going to: generate new job opportunities for trained people; tackle the topic through a cross-sectoral approach matching the needs of VET providers and SMEs with special attention being given to people with disabilities; develop a cross-sectoral partnership to look at the topic from a European perspective reinforcing the partners' existing networks. The needs the project intends to fulfil are strictly related to the target group identified and to the key stakeholders' needs: VET providers, SMEs in the tourism field, public bodies in the fields of education, labour market, social policy.



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Partner profile

In this Newsletter and the next 3 editions, we will profile one or more of our partners, providing an insight into our activities and the VET and Accessible Tourism fields.



Panevėžys Labour Market Training Centre, Lithuania (Project Coordinator)

Public institution Panevezys Labour Market Training Centre (PLMTC) was founded in 1952. During the years organization developed its activities in response to the labour market needs. The quality of the provided services is approved by Quality Management Certificate ISO 9001:2015 in 2013 (LST EN ISO9001:2015).

PLMTC's vision is focused on the following aims:

- to offer modern vocational training and high quality services both to people and to companies;
- to anticipate market demands;
- to effectively respond to the learners' needs;
- to pay attention to the development of the local area;
- to use modern technologies in providing training;
- to employ highly qualified and experienced staff;
- to provide vocational training at formal and informal level;
- to achieve a high level of learners' employment: the level of learners' employment is about 70 per cent.



Photo: Panevėžys, Lithuania

One of the relevant objective of PLMTC is to offer modern vocational training and high quality services, both to people and to companies, constantly improving the quality of the services and trying to anticipate the market demand looking at the local development. This effort is demonstrated by the stable collaboration of PLMTC with Labour Exchange, with a networks of stakeholders at regional and national level and, as regards in particular ERASMUS+ programme, with a transversal network of actual and potential partners at European level.

The institution provides vocational training services for unemployed people, sent by territorial Labour Exchanges; employees sent by employers; and persons who come to learn on their own initiative. In addition, PLMTC provides vocational rehabilitation services for persons with physical and psychological disabilities and also plans to start working with persons with loss of hearing and mental disabilities, too. Vocational rehabilitation is provided by the specialist team, which includes psychologists, social worker, physiotherapist, occupational therapist and vocational trainers.

The institution consists of four departments which offer Hotel Restaurant and Catering (HoReCa) qualifications, trade, beauty services, textile and handicraft, safety at work and driver training programmes. More than 50 professional staff members are able to organize continuous trainings throughout the year. 180 monthly and 2000 trainers yearly participate in PLMTC trainings.

PLMTC regularly applies as applicant and/or as partner in projects related to the improvement of the educational and training systems. Since 2009 Panevezys Labour Market Training Centre successfully participated in the EU Leonardo da Vinci and Erasmus+ programme and implemented 11 projects (as beneficiary). In 2013 institution received the award for generating highest continual value and quality project management at national level.

Ongoing project activities will involve 4 PLMTC team members in the implementation of the daily project activities. Also a team of psychologists, social worker, physiotherapist, occupational therapist, vocational trainers PLMTC will be involved in the project output - training programme testing.

TAD Coordinator



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TAD Partners



European Network for Accessible Tourism, Belgium



Bluebook S.r.l. (Italy)



ENGIM Piemonte (Italy)



Associação universidade empresa para o
desenvolvimento tecminho (Portugal)



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