



1. Policy/practice

* Title	Programmes of further training to modernise and upgrade provided services	
* Name and full contact details of key contact person¹	Name of coordinating organization: Organization of Tourism Education & Training Contact name: Konstaninos Kravaritis Address: Dragatsaniou 4, 10559 Athens Telephone +30 210 3224602 Fax +30 210 3231821 E-mail prog@otek.edu.gr	
* Keywords (These should also refer to themes relevant to other objectives groups where appropriate)	Professional development, competence, qualification, appraisal, assessment, courses, graduate training scheme	
* Key priority(ies) addressed	Creating an adaptable work force	
* Duration of policy/initiative	From October 2001 to December 2003 (Phase A)	
* Outline, Summary (max. 500 characters)		
In the frames of this project training courses in the field of tourism and hospitality industry were organized and provided to seasonally unemployed, low skilled, employed people. Those who complete the course were awarded a professional certificate now widely recognized within the sector and by the Greek authorities.		

2. Background

* Related national/regional policies/initiatives
Tourism contributes to approximately 19% of national GDP in Greece, and is estimated to employ around 10% of the total employed population. Its importance to the economy is therefore hard to understate. Nonetheless until recently there was no nationwide training programme or qualification in tourism, limiting the opportunities for professional development in the sector.

3. Content of policy/initiative

* Implementation (<i>programmes, methods, measures and actions</i>)
In response to this, the Organisation of Tourism Education and Training, as part of the Ministry of Tourism launched a nationwide course in 2002 that encompasses practical and theoretical training to improve skills and knowledge in different areas of the tourism and hospitality industries. Particular emphasis was placed on giving students the opportunity to undertake practical experience in the specialty of their choice. Students spent almost a quarter of the training course in practical placements. Students were able to choose between courses focusing on the hotel business, restaurants, confectionary or cookery. All were required to undertake language training in English or French, and courses in communication and interpersonal relations. The course is targeted at people with low qualifications, who are either seasonally employed within the tourist sector or unemployed. Almost 50% of the students are women. Those who complete the course are awarded a professional certificate now widely recognized within the sector and by the Greek authorities.
* Scope or level: national, regional, local
National

¹ Please note that it is important to provide the details of an individual who may be contacted by the consultants should they require further information.



* Target Group(s) and beneficiaries <i>(definition and estimated numbers)</i>
Seasonally unemployed, low skilled, employed

* Financial costs and support <i>(source: public and/or private; amount, recipients)</i>
ESF funding 387,280 Euros (Phase A) Total funding 516,373 Euros (Phase A)

4. Outcomes and results

* Outcomes, specific achievements; Perceived strengths, weaknesses and priorities for improvement <i>(qualitative and quantitative evidence)</i>
Between 2002-2003, the course attracted some 881 students from all over Greece. In its second year, the number of students increased by 16% to 1,449, reflecting the increase in demand. A third year has just started, involving 1,157 students. The course has definitely proved its worth in the job market. Graduates find it easier to find work and it has also helped to modernise and raise standards in the industry to reflect tourist demands."

Sources of the information provided
Websites: http://www.otek.edu.gr/ Publications: -